

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

VOL. LXXV.

NEW YORK, MAY 11, 1911.

No. 6



It has become the habit for certain wise-  
acres to refer to advertising as a "gamble"  
—something, at best, very difficult and  
mysterious

Advertising is *not* a gamble; it is no more  
difficult or mysterious than any other  
legitimate business activity.

We cannot make a suit of clothes, but  
we have no right to say that the great  
clothing industry is a fake and a gamble,  
and that the whole proposition is shrouded  
in mystery.

We confess that we need the clothing  
manufacturer, eke the butcher, the baker  
and the candlestick maker.

When it comes to advertising they need us.

The *best* (not necessarily the largest)  
manufacturers in all lines are invited to ask  
us what our business can do for theirs.

Philadelphia

New York

Boston

Chicago

**T**HE way to "break into" the big cities is through the small towns.

New York, Chicago, Philadelphia and the other 400 odd "big" cities fall a natural conquest to the manufacturer intrenched in the "ten-thousand-and-under" towns.

What's that wise old Ben Franklin used to say about taking care of the dimes and finding the dollars take care of themselves?

\* \* \*

**S**TANDARD farm papers influence the buying of the agricultural population of this country.

The farmer and his family do their buying in towns of twenty-five thousand population and under.

And it is no unusual thing for the best store in such a town to do fifty, sixty, even as high as seventy per cent of its trade with farmers.

\* \* \*

**J**UST one thing more and you can draw your own conclusion.

Standard farm papers have always been big producers in "direct by mail" campaigns—even when the transaction involved as high as a hundred dollars.

Now they are proving equally productive in creating business through the dealer.

A score of manufacturers are demonstrating this. They are making good profits on their advertising and intrenching themselves against future competition.

Many a manufacturer has made his fortune by winning the favor of a class whose "tide was rising."

\* \* \*

**T**HAT'S all, except that we are always glad to furnish *facts* and *figures*.



#### Standard Farm Papers

are Town and Country Journal  
San Francisco, Cal.  
Farm The Farmer, St. Paul  
The Oklahoma Farm Journal  
The Ohio Farmer  
Papers The Michigan Farmer  
The Breeder's Gazette  
of Hoard's Dairyman  
Wallaces' Farmer  
The Kansas Farmer  
Known Wisconsin Agriculturist  
Indiana Farmer  
Value Home and Farm, Louisville

Wallace C. Richardson, Inc.  
Eastern Representatives  
41 Park Row, New York City.

Geo. W. Herbert  
Western Representative  
First National Bank Bldg.  
Chicago

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1898

VOL. LXXV.

NEW YORK, MAY 11, 1911.

No. 6

## THREE WAYS WITH COMPETITORS

THE FIRST WAY IS TO FIGHT—THE BENEFITS OF TILLAGE—SOME HOUSES NEVER GET BEYOND WORRYING ABOUT THE OTHER FELLOW—BUT IT PAYS TO FIGHT FOR THE GOOD DONE YOURSELF AND YOUR PEOPLE—INDUSTRIES THAT HAVE BEEN BUILT UP BY VIGOROUS, OPEN COMPETITION

By James H. Collins.

### I.

From one view-point, competitors in business are a good deal like weeds in farming.

Every farmer detests weeds, and wonders why Providence ever permitted them to come into existence.

Every business man worries more or less about his competitors at times, and it is only human nature to speculate occasionally as to what his trade would be without them.

But both weeds and competitors are beneficial.

Moreover, it is usually the worst weeds and competitors that do the most good.

Without weeds in agriculture, there would be far less tillage of the crops. It is tillage that counts. The best corn raised in this country to-day is tilled on a new plan whereby a boy with a horse-cultivator is put into a ten-acre field of the staple and kept there all summer, going over the rows again and again. Tillage keeps soil moist in dry weather, and takes care of excess moisture in wet weather. No fertilizer ever concocted will give plants as much nourishment as they get when abundant tillage keeps the soil in good mechanical condition. Anything malignant enough to make the farmer fight seems pretty cer-

tain to bring him ultimate profits. The fruit-grower, for instance, would instantly assent to the proposition that San José scale is the worst pest that ever struck American orchards. Yet our whole apple production has been on the up-grade since scale came, with the need for fighting it. Spraying and keeping trees in healthy condition is constantly working for better apples, more of them, better prices and better methods of marketing.

It is easy enough to apply these truths to business.

Competition makes tillage necessary. When it is so aggressive that each block in town has to be covered by a salesman, then the market is properly taken care of, and the product improves.

Not long ago the weed competition appeared in a trade that had always been monopolized by a certain manufacturing house. This house was the pioneer in its field. It had developed a new food product, advertised it to the consumer, built up its trade organization, and got business on so solid a basis that some seasons the demand outran factory facilities. A number of small manufacturers had sprung up in different sections of the country. But they did either a local trade, or else packed goods for jobbers under the latter's own labels. The original house had the only brand known and marketed nationally.

Suddenly a new brand flashed out nationally, with large advertisements in the magazines and an energetic sampling scheme for interesting the dealer and the consumer.

The management of the old house was apprehensive. But it had a sales manager who was wholly reassuring. When farmers first heard about the San José scale, they did not worry, but said

it would probably pass away in a season or two—they had been raising apples for generations without spraying, and they guessed they always would. This sales manager said the same thing. What impression could a new, unknown brand make in their market, where they were so strongly intrenched? The chief problem was to keep on making goods. The trade and the public would do the rest.

Under such assurances, nothing was done for a year. Then, when figures came in, it was found that the competing brand had gained territory everywhere, cutting in on the old one. A new sales manager was found, the advertising appropriation increased, new plans of distributing devised. The sales force was called in for a conference, and the new manager, after explaining the situation, proceeded to lay out territory with a view to most intensive cultivation. The former sales manager had ignored competition, on the assumption that it was a weed that would only crop up here and there in the middle of the furrows. But the new man attacked it with the understanding that it was getting in between the plants in the cultivated rows. Each salesman was led to pledge a definite increase in orders from his territory, even if only five per cent over last year's sales. Advertising was remodeled, and work among retailers strengthened. As an outcome of one year's operations in the face of competition, this company's business has increased remarkably, and to-day it is far more secure in its field than it ever was in the days of easy monopoly.

Some business men worry a great deal about competition, and let it stop there. In this class are the British manufacturers of farm and general machinery who do not try to sell direct in the Canadian market because they assume that American houses have all that trade. Two or three British houses have entered the field in a tentative way and got good results, it is said, but they are keeping the matter very quiet for fear that other British houses at home

will be tempted to go "out to Canada" too.

There is the worried board of directors that goes into competition only to the extent of buying up opposition concerns, or imitating patented devices and sales schemes, or setting lies afloat to cripple the other fellow's sales.

But if war is to be carried into the other fellow's camp, a good, vigorous, open fight is best for all concerned. American business offers innumerable examples of industries built up by intelligent fighting.

For instance, a few years ago no American knew where his socks came from, or his wife's and children's stockings, or greatly cared. Then a knitting mill in Milwaukee introduced guaranteed socks, and in two or three years there were a dozen mills fighting for the trade. The outcome has been to raise the standard of stocking consumption immeasurably, and put the trade upon a wholly new basis, benefiting manufacturer, retailer and consumer all around.

Another industry that has benefited by intelligent competitive fighting is the gas business. A generation ago, when electricity was costly, the gas men had a monopoly. When the electrical men got current down to household prices, however, war began, and it has been raging ever since. New mantles and filaments have been perfected, sales methods developed in both fields, spectacular public tests of gas against electricity centered attention on both modes of lighting. Power and heating trade have been wonderfully extended. The consumer everywhere has been educated and benefited. Not long ago a prominent gas official pointed out that this competitive fighting had not only increased consumption in his business amazingly, but that the gas industry was to-day far more stable than it had ever been in the days of monopoly.

This year the Census Bureau will publish some interesting figures showing enormous increases in another field—that of the phonograph. For ten years three big



# Proof Positive

"What is the surest way of selecting the ONE BEST advertising medium among all the newspapers in any particular city?"

"Pick that newspaper with the largest volume of WANT ADS. If such a paper has practically an EXCLUSIVE field in this respect, not even a competitor of that paper is justified in questioning your judgment."

## Chicago, Illinois

Month of April, 1911

Want Ads in the Chicago Tribune, 1917.39 Cols.

Want Ads in all other morning  
papers combined . . . 1900.72 "

Want Ads in all evening papers  
combined . . . 1563.07 "

# The Chicago Tribune

The World's Greatest Newspaper

Trade Mark Registered

companies have fought a triangular war on machines and records, and at times retailers have built partitions down the center of their stores, handling one machine on one side and another on the other. When a fourth concern jumped into the combat some years ago with an indestructible record it seemed as though this continent might not be big enough to hold the combatants. But the health of the industry is remarkable.

There is the fellow who twists and squirms around on prices, not merely cutting below profitable costs, but cutting quality, making goods to fit his bids, and resorting to short weights and other forms of dishonesty. A difficult customer to deal with, sometimes. But he can be brought out into the open by the right sort of tactics.

Some years ago a large Eastern house found that consumer-demand was being hurt by a number of small manufacturers who marketed goods below a rational standard of quality. In many instances their marks showing quality were false. This large house has long fought for high-grade stuff and honest marking, and when it saw the rest of the trade preparing to slide downhill it adopted the stringent measure of requiring jobbers to represent no other manufacturer if they wanted to handle its line.

That raised a loud outcry in the trade immediately. As this house has seventy per cent of all the trade in its industry, it was naturally denounced as a trust. The little houses posed as virtuous "independent manufacturers," and much persuasive rhetoric was published in the trade press.

At first the big house paid no attention to these trust attacks. By and by, though, its salesmen began to run up against conscientious retailers who hesitated about buying its goods, or who registered a sort of protest when they did order, saying that they believed everybody ought to have an open market, and that it was wrong for the big house to shut out other manufacturers' goods in the trade.

With the other fellows doing all the talking, the big house was getting the worst of the fracas. Its salesmen urged a statement of policy, or some explanation to the trade, and finally the big house prepared a letter.

It was a wonderful letter. The president wrote it, and the whole board of directors edited it, with the counsel of the legal department. When it had passed by everybody it said absolutely nothing. The directors knew that nobody would read it, for they could not read it themselves.

Then an advertising agent was called in. He suggested a booklet, and was given an order to prepare one. When the text had been passed by everybody, it was a clear explanation of the reasons for the company's jobber policy. This company's line of goods, said the booklet, gave any jobber a range for selection so complete that he needed no goods from any other source to take care of his trade. Moreover, it gave him all he could do to properly handle and finance a representative stock of that one line. If he added other manufacturers' goods, it would be simply for price-cutting purposes. The big house had always fought for fair prices and decent profits. It had always fought for honest standards. The greatest trade evils were cut prices and shifty marks. One led to bankruptcies, and the other to public distrust of the industry. The big house did not dictate to jobbers as to what they should handle, but it did ask that if they elected to represent its line, they must really represent it.

That was the whole story. Every retailer in that trade got a copy of the booklet with a card that enabled him to acknowledge receipt and give his views after reading it. Since it was put out, the whole sentiment of the trade has swung round to the big house.

*(To be continued)*

---

The Association of National Advertising Managers will hold its next semi-annual meeting at Buffalo, June 30. The annual election of officers will then be held.

# AWAY TO THE FRONT IN A CLASS BY ITSELF

# 507,541

Individual Advertisements were  
printed in

# THE WORLD

during the first  
125 days  
of this  
year.

# 2,202 MORE

than were published  
in the New York Herald,  
Times, Sun, Tribune and  
Press combined during the  
same period.

# A REMARKABLE TRIBUTE TO WORLD ADVERTISING RESULTS

**OVER HALF-A-MILLION!**

# The Best Ad of the Month

Opinions of well-known advertising men

[EDITORIAL NOTE:—Ten well-known advertising men were invited by PRINTERS' INK to express their opinions as to the best advertisement coming under their notice during the month of April. It is, of course, recognized that no man is fully justified in criticising an ad unless he knows something of the internal conditions of the advertiser's business and of the general situation in that particular industry.

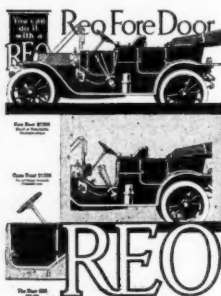
The opinions that follow are given with these limitations in mind. They necessarily take into consideration only the consumer viewpoint and the advertising man's viewpoint, as far as he can go. These opinions, while not pretending to be 100 per cent perfect, are bound to be extremely valuable and in line with PRINTERS' INK's policy of constructive criticism rather than the more familiar and cheaper form of destructive criticism.]

## THINKS REO COPY IMPRESSIVE

By M. Hallowell,

General Advertising Manager, U. S. Motor Co.

In my humble opinion, the Reo double-page spread in the *Saturday Evening Post*, issue of April 22, is the most impressive piece of copy that has come to my attention during the month of April.



In appearance, it is most striking and will stop any one who sees it. Its composition is splendid, while the text matter is short and to the point, logical and convincing.

In making this selection you

must bear in mind the fact that I am particularly interested in automobile advertising, which may have influenced me in selecting a piece of copy of that nature.

I am a strong believer in copy that will compel attention, and I cannot conceive of any one passing by the Reo spread without giving it careful consideration.

## "GIVING HOSTAGES TO CAESAR"

By L. F. Hamilton,

Advertising Manager, National Tube Company.

I am a little at a loss, but taking everything into consideration, I believe I regard the best advertisement which has appeared in recent periodicals that one which was printed on pages 51 and 55 of the April 22nd issue of the *Saturday Evening Post* and headed, "Giving Hostages to Caesar."

In the first place this in a way is a supplementary advertisement to the previous double-page advertisement of Lord & Thomas called, "That Modern Aladdin's Lamp Called Advertising."

What I like about the advertisement, "Giving Hostages to Caesar," is the excellent illustration, simple, plain and effective typography, and the arrangement, but most of all the idea pervad-

ing the advertisement.

This is practically summed up in the following paragraphs:

"We want to show people why it is wiser and safer to buy advertised 'trade-marked' products than the unadvertised kind.

**SOME** people have told Ford Motor all the time, Sonny, don't worry, you are all right. Some would like to see you and see another—depends upon whether and size of your, for there is some here in the forward compartment.

You can have the Reo any way you want it.

- 1. With the standard Ford (See top picture opposite)
- 2. With the standard Ford (See top picture opposite)
- 3. With the standard Ford (See top picture opposite)
- 4. With the standard Ford (See top picture opposite)
- 5. With the standard Ford (See top picture opposite)
- 6. With the standard Ford (See top picture opposite)
- 7. With the standard Ford (See top picture opposite)
- 8. With the standard Ford (See top picture opposite)
- 9. With the standard Ford (See top picture opposite)
- 10. With the standard Ford (See top picture opposite)

That's the real thing to do and the Reo way of doing it—give people what they want and a whole lot of fun.

They want power, speed, reliability, comfort, at a low price. Give it to them, give them—just what they want of a \$1,200 car, but what they look for in a \$1,200 car.

They want proof. Give it to them. Now with "proof" in being going every day, but a performance like New York to San Francisco in 1913 days, which would now almost any other car in power.

That's the Reo idea. Get people to buying with both sides of their dollar. The more people do that, the more Reo we shall sell.

It is the Reo idea. Get people to buying with both sides of their dollar. The more people do that, the more Reo we shall sell.

It is the Reo idea. Get people to buying with both sides of their dollar. The more people do that, the more Reo we shall sell.



"Not because the popularizing of products, through advertising, makes them any more desirable, in themselves, to Consumers.

"Not that their greater prestige, through advertising, makes them taste better, wear better or look better than unadvertised products of similar sort.

"But because the manufacturer who trade-marks and extensively advertises an article thereby proves his own faith in the merit of that article, and practically puts up a bond to vouch for it.

"But, when he trade-marks his product he practically signs his name to it, by which act the Consumer can punish him if he does not play fair.

"When he advertises his trade-marked product he goes further and 'Gives Hostages to Caesar'—puts up at forfeit a large sum of money."

In the writer's opinion this advertisement is one of the best advertisements boosting advertising and showing the advantages of advertising which he has seen.

## MAKES ONE WANT A HOWARD WATCH

By W. P. Werheim,


Advertising Manager, Pratt & Lambert, Inc.

It is a bold thing for any man to say, "This is the best advertisement." However, of all the advertisements I have seen during the month of April I admire most, for its effective qualities, as they are impressed upon me, the advertisement of the Howard Watch, because:

1. It makes me want to own a Howard Watch, notwithstanding the fact that I already have a good watch, made by one of the most widely known watch manufacturers in the country.

2. It has human interest in its make-up. The first class illustration attracts and compels attention. The copy reads well and sounds convincing. It is not crowded with a mass of technical detail—but shows *why* and *how* this watch will serve the prospective buyer.

3. Technically the layout looks good, is pleasing to the eye; the typography is excellent, and the display line is strong enough for



**The Howard Watch**

Sometimes you see a prim-spirited looking passenger inquire the time, and you wonder who he does not take out his own watch to compare with the conductor's.

It is not that he has no watch—but because he is ashamed of the one he is carrying. He has no confidence that he is anywhere near correct and he tries to save his dignity by not making a comparison.

What do you think of the type of man who will carry a cheap and uncertain timepiece because it doesn't have to be worn?

Is it quite different with the HOWARD watch? He is ready to match one with all others.

The HOWARD is the closest thing known in the world—made with all its parts to any man of accurate habit and orderly mind.

A Howard Watch is always worth what you pay for it. The price of each watch—more the correct double value of a time of day—can be seen in the list of prices sent on request and a printed order attached.

Just across Boston, you will find a HOWARD Watch. Find the HOWARD provider in your town and ask him to send you the list of prices. The name of Edward Howard and the name of the HOWARD Watch Co. are on the list. The name of the HOWARD Watch Co. is on the list. The name of the HOWARD Watch Co. is on the list.

**E. HOWARD WATCH WORKS, Boston, Mass.**

general publicity effect without sacrificing the good appearance of the balance of the advertisement.

These are the reasons why I like this advertisement better than any other that I have seen during the month of April.

## WALLED CITY AN "EPIC"

By H. B. Gillespie,

Advertising Director, The Michigan Stove Company.

There are so many fine examples of advertising and the advertiser's art in the April magazines that it is extremely difficult to single out any particular one as possessing special features of attractiveness and superiority over the others.

Personally, though, I think that possibly the enclosed page advertisement of the American Telephone & Telegraph Company, taken as a whole, is, at the same time, the most striking and effective of the current presentations, for the following reasons:

First: because of the characteristic originality of its general scheme.

Second: because of effectiveness of its display, which is simple and extremely well designed to attract and hold the interest and attention of all who see it.

Third: because of the ingenuity of the argument presented and its saneness, coupled with the fact that it offers nothing for sale, and



A MEDIAEVAL CONDITION

## Telephone Service— Universal or Limited?

TELEPHONE users make more local than long distance calls yet to each user comes the vital demand for distant communication.

No individual can escape this necessity. It comes to all and cannot be foreseen.

No community can afford to surround itself with a sound-proof Chinese Wall and risk telephone isolation.

No American State would be willing to make its boundary line

an impenetrable barrier, to prevent telephone communication with the world outside.

Each telephone subscriber, each community, each State demands to be the center of a talking circle which shall be large enough to include all possible needs of inter-communication.

In response to this universal demand the Bell Telephone System is clearing the way for universal service.

*Every Bell Telephone is the Center of the System*

AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

is, therefore, obviously and essentially a general publicity ad—one of the most difficult of all to make interesting and effective.

Fourth: because of its all-around features, its symmetry, excellence of text matter and its general display features, all of which are nearly, if not quite, perfect.

For these reasons, therefore, I believe that this advertisement, which is something of an epic in its way, excels, as a whole, any other appearing in the April issue.

## PAINT AD A MASTERPIECE

*By S. C. Lambert.*

While I realize that it is hard to say that one advertisement is the best, when the field to choose from includes the latest work of the best advertising men in the business, yet I must say that of all the advertisements I saw during the month—and I made it a busi-

ness to look over all the leading magazines—the page from the Paint Manufacturers' Association appealed to me most strongly.

The headline—which in my judgment is the "big end" of most advertisements that appear in magazines and vie for attention with hundreds of others—will surely flag the attention of every reader who can possibly be interested in paint. It also gives a clean-cut statistical fact which is interesting to anybody who cares a rap for anything.

The illustration is a masterpiece of picturing a thought that might otherwise be rather hard to grasp. I'll wager you could put the writing of that advertisement up to a thousand crackerjack advertising men and this idea of dipping the map into the paint can would not have occurred to more than one

or two of them. And yet who of the thousand can suggest a better way of illustrating that point?

But—best of all—it awakens a whole train of thought as to what organized advertising, put out by "associated manufacturers" might accomplish in the way of public education.

And—while I am at it—think of all the patches and coupons and small-type paragraphs that the ordinary advertising man might have worked into this splendid space. And yet someone had the

This Book Has Furnished Many a "Hunch" to  
Advertising Men

# THOUGHTS ON BUSINESS

BY

**WALDO P. WARREN**

Mr. Warren, late of George Batten Co. and now Managing Editor of PRINTERS' INK, devoted a full year's time to writing this book, first published daily in a syndicate of metropolitan newspapers. It is a compress of vital business ideas gathered during his seven years' experience as advertising manager of Marshall Field & Company, Chicago, and of the ideas gained by a year's special study in interviewing captains of industry for the purpose of getting at the underlying policies of their success as tested by long and wide experience.

Through his newspaper syndicate work Mr. Warren attained the distinction of addressing daily the largest audience of readers ever addressed regularly on business topics. The commendation which his work received from business men in the leading cities of the United States, Canada and England, attests the soundness and vital importance of the ideas which are now compressed in this book.

Within six months from its publication in book form **THOUGHTS ON BUSINESS** was picked up by the Japanese, translated and made a leading text-book in the leading commercial college of Japan. It has since been translated (on the initiative of others than the original publishers) into German, Spanish, Italian and Swedish.

*Published in two volumes, Cloth 12 mo.*  
*Per set, \$2.50. Separately, \$1.25. Postpaid.*

**FORBES & COMPANY**

**443 South Dearborn Street**

**CHICAGO**

magnificent reserve to leave that all out, boil the story down to a few clean-cut sentences, set it in big type, and let it go at that.

### NO BIG SPREADS FOR HIM

By M. S. Higgins,

Advertising Manager, Geo. E. Keith Co., Walk Over Shoes.

In response to your request I enclose herewith my selection, Colgate's Dental Cream.

In doing so I do not wish it understood as being *best* in comparison with *all* others. That would, of course, be impossible.

It is simply my choice, because I consider it strong in points so weak in many ads.

The caption is good.

The argument following is convincing. It is sane throughout.

It is truthful in its principles. There is no attempt at exaggeration, and no flippancy.

It was clearly written to win confidence, and does so.

It is educational. It goes beyond the harsh idea of "getting the money."

Its influence is for good.

It is good to look at. Typographically it is clean and easy to read.

Its character is strong and the white margin and paragraphing add to its strength.

One is inclined to read it a second time and take the clearly stated facts in the opening paragraph home to himself and to act on the invitation in the italicized paragraph.

### REFERRED TO SUPREME COURT

By L. C. McChesney,

Advertising Manager, Thomas A. Edison, Inc.

Before attempting to reply to your letter of April 13th, I turned

over the pages of one of the standard magazines last night to see what would happen if I attempted to pick out what I thought was the best advertisement in the issue. I am free to confess that the job is beyond me. So many of the advertisements measured up to what is considered the best standard for illustration, display, typographical arrangement and argument that I think that I would make myself ridiculous if I attempted to say which was the best one out of the lot. I would rather sit back and watch the other men struggle with the proposition.

Isn't your field rather broad? How can an advertising man, who looks over the pages of only a few standard magazines and makes his selection, declare that this piece of copy is the best for the month when he has not seen newspapers, trade papers, street cars or any of the other forms of publicity? Wouldn't you do better to confine the plan to from six to ten of the standard magazines or possibly including two of the national weeklies, and give their names

when you ask advertising men for their choice?

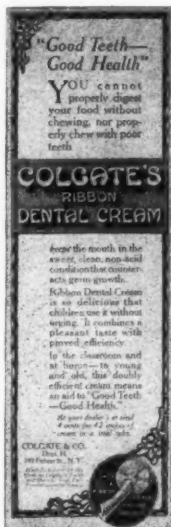
I agree with you that I shall keenly enjoy the comments of other advertising men, but feel that I have no mite to contribute to the contest. In other words, I can enjoy the agility and skill of an acrobat without being much of an acrobat myself.

### STANDARD AD WILL DO BUSINESS

By W. E. Humelbaugh,

Advertising Manager, The Genesee Pure Food Company.

I do not remember seeing a better advertisement during the month of April than that of the





## An Advertisement By a Teacher of Advertising

¶ Not long ago at a round-table gathering of advertising men a space-buyer for a large national advertiser told us of the mass of circulars and soliciting letters he hurried into his waste-basket every morning.

¶ The publisher's form letter may be ever so good, but it gets to the advertiser's desk along with a score of other form letters; there's the rub.

¶ When lists are made up, the mediums that go on first are usually those that the advertiser has unconsciously formed good impressions of.

¶ You can't, with stock letters or fugitive advertising forms, get the voluntary attention of the busiest advertising men. You can get involuntary attention by putting your story into something that the advertiser likes to read; involuntary attention makes good impressions unconsciously.

¶ I was telling this to Mr. Romer. He said it would make a good *Printers' Ink* advertisement. And so here it is.

¶ Space in *Printers' Ink* costs \$50 a page—just half the postage required on 5,000 form letters sent first-class.

¶ *Printers' Ink* scatters the advertising pages among reading pages—gives you a good chance. You read this page. Tell your story in *Printers' Ink* in your own way and you will get a profitable reading.

S. ROLAND HALL

Standard Sanitary Manufacturing Company, of Pittsburg.

It is an advertisement that will certainly attract the favorable attention of most men and women who are interested in the subject of bathroom fixtures.

The illustration is sufficiently refined and attractive and the argument is convincing. The adver-

**Standard**

BECAUSE "Standard" Guaranteed Plumbing Fixtures possess every attribute of perfect sanitary construction, they secure confidence and economy, and wherever looking is value. The "Standard" Bath, Shower and Toilet, also into the wall and floor, allowing absolutely no space for moisture to enter. There is no reason to clean under or back of a "Standard" fixture, and the result is a clean, healthy, and comfortable bathroom. The "Standard" fixtures are made of the finest materials, and are guaranteed to last for years. The "Standard" fixtures are made of the finest materials, and are guaranteed to last for years. The "Standard" fixtures are made of the finest materials, and are guaranteed to last for years.

Standard Sanitary Mfg. Co., Pittsburg, Pa.

tisement does not stand out as a wonderful one. It might never be read by anyone who was not interested in the subject. The important point is that it will probably be read by every interested person who sees it and that the reading will create a desire to possess the "Standard" equipment.

It seems to be such an advertisement as will do business where it is expected to do it. When we can all make advertisements that will do what we intend they shall do, we shall probably be fully satisfied.

(This feature to be continued)

#### ADVERTISING CHEAPEST DISTRIBUTOR

"Advertising may temporarily contribute to the increased cost of living, just as do the railroads, telephones, automobiles and all other means of transportation, and communication, but it is, for all that, the cheapest form of getting distribution, and could not be sac-

rificed without a return to higher cost or lower production. Poor advertising is a waste, but so are poor machinery and poor management."

This fairly reflects the views of three of the four speakers at the dinner of the Advertising Men's League of New York, May 4, the closing meeting of the year and one of the very best. The three speakers to this subject were Emerson P. Harris, of the Harris-Dibble Company, New York; Arthur Brisbane, editor of the New York Evening Journal, and Prof. Joseph French Johnson, dean of the New York University School of Commerce and Finance.

The fourth speaker was Clowry Chapman, whose topic was "Trade-Marks and Unfair Competition." The law, he said, strongly supports advertising. If the restrictions imposed on the patent of trade-marks seemed severe, they are really in the interest of progressive business. Experience showed, he said, that the safest trade-marks were arbitrary symbols, not mere names, either proper or descriptive.

These officers were chosen: President, William H. Ingersoll; vice-president, O. H. Blackman; secretary, G. A. Dennison; treasurer, Mason Britton; directors, H. D. Robins, G. B. Wadsworth and Leroy Fairman.

#### NEW YORK AGENTS' ASSOCIATION ELECTS OFFICERS

The Executive Committee of the recently organized Association of New York Advertising Agents has elected the following officers: Chairman, William H. Johns, vice-president of George Batten Company; vice-chairman, Ralph Holden, president of Calkins & Holden, Inc.; secretary-treasurer, Frederick H. Siegfried, president and treasurer of The Siegfried Company. The other members of the Committee are: W. R. Hine, vice-president of Frank Seaman, Inc.; and H. E. Lesan, president of H. E. Lesan Advertising Agency.

It is stated that "The object of the Association shall be to promote good advertising and to co-operate with other organizations to that end."

Fifty-one out of sixty-one New York agents doing a national business are identified with the new association, and it is believed that by the date of the first annual meeting, to be held at the Aldine Club on May 18, the new body will be still more thoroughly representative of New York agencies as a whole, which probably place the bulk of American national advertising.

The spirit shown at the several meetings already held augurs well for the success of this important undertaking, which is expected to do much to standardize conditions in the agency field, and to rectify any untoward tendencies therein, although no attempt will be made to revolutionize the business in a day, the idea being that the best of progress will be attained by "making haste slowly."

D. J. Payne, for six years in the advertising business, has associated himself with the Eastern organization of Vogue.

# Life

April 1908	17,570 lines
April 1909	22,638 “
April 1910	31,085 “
April 1911	36,189 “

Last month in our advertisements we said one of the reasons why LIFE continues to gain advertisers (the kind who know values) was because they knew LIFE has more readers per copy than any publication printed.

Another reason why they appreciate that LIFE is a most valuable medium is because it is purchased by people who *actually want* the publication and read it with eagerness from cover to cover.

If you are an advertiser of experience, you know one such reader is worth ten who buy any magazine just for the sake of reading matter.

And there are many other reasons why LIFE continues to gain advertisers.

You should know them. We are always glad to do business on the right basis.

George B. Richardson, Adv. Mgr., 31st St. West, No. 17, New York.

B. F. Provandie, Western Mgr., Marquette Bldg., 1204, Chicago.

# 71 Full Pages

Did *you* see the May issue of Good Housekeeping Magazine? If not, a copy will be sent on request. You should not miss this beautiful showing of the highest class advertising current today.

The June issue will contain more than one surprise in strength and beauty. July and August will go still further. There is every reason to believe that the big things ahead will surpass the expectations of even our warmest friends.

## GOOD HOUSEKEEPING M A G A Z I N E

*The largest class publication in any field*

BOSTON

NEW YORK

CHICAGO

## HOW RAILWAYS SERVE INDUSTRY THROUGH ADVERTISING

SO EFFECTIVE THAT 80 PER CENT OF BUSINESS OPPORTUNITIES ALONG GREAT NORTHERN RAILWAY LINES CHANGE EVERY YEAR—HOW INQUIRIES ARE HANDLED

By G. E. Ryan,

General Industrial Agent, Great Northern Railway Company.

The ever-increasing demand for business locations has created a comparatively new department in railway organizations. Twenty or twenty-five years ago this work could be handled by the general freight agent or one of his assistants.

To-day we find among the officials of the traffic department of most large systems the "general industrial agent." His work is to create new tonnage for the railroad by locating new industries on the line. In doing this, he adds to the railway company's revenue in more ways than one.

Suppose the industry, is a tannery, employing 100 men. The raw material must be shipped in from adjacent territory. Tan bark must be shipped from the nearest available point—coal to run the plant will be purchased and shipped in carload lots, all of which must be done before the finished product is shipped out.

Then there is the additional tonnage of the food, clothing and supplies used by the employees and their families. Passenger business is increased, as there are salesmen out on the road, the members of the firm are making frequent trips, the wives and children of the employees visit distant relatives and are visited in return, all of which means increased receipts.

That is what is meant by creating new traffic—not merely diverting a few cars of merchandise from one road to another but locating an industry on the line where it will prove an increasing source of revenue ever after.

In a general way, the industrial opportunities are brought

before the people through advertising. The basis of the work on the Great Northern Railway is a carefully compiled booklet giving specific information about every town on the road that offers openings of any sort. Everything from millinery shops and mattress factories to bakeries and banks are shown, together with detailed information about the population, the present industries, schools, churches and predominating nationality of the inhabitants with special mention of raw materials, such as coal, iron, lumber or available electric or water-power facilities.

All agencies of the company are supplied with this book and in order to get in touch with "live prospects," ads are inserted in newspapers, magazines, trade papers and other media selected for the purpose of reaching a certain class of people.

Quite frequently the ad is of a general nature and designed to produce inquiries for the book of "Business Openings." Again, it may be of a specific nature and featuring one industry. This is usually the case where it is desired to locate an industry at a particularly favorable point.

The inquiries resulting from such advertising are answered, classified and filed. From time to time they are followed up with circular letters or announcements of the opening of new lines.

There is a large percentage of waste in these inquiries, as many people have but a faint idea of what it means to engage in business, especially as regards the amount of capital required. Those that do develop into actual locators, however, are well worth the expense, time and effort made to secure them.

The man who wrote those lines about Opportunity knocking once at every man's door and then going away to return no more, certainly never compiled a book of business openings for a railway company!

These books are issued by the Great Northern Railway about once a year, and it is a striking

illustration of the rapid development of the Northwestern states to note that fully 80 per cent of the listed openings are changed at each revision of the book. As a rule they are replaced by other openings created as the towns continue to grow so that the total for a given number of towns remains the same.

A profitable field of advertising to reach the small investor is in the classified columns of the daily papers in the larger cities under the caption of "Business Chances." These columns are scanned by thousands of people who are looking for an opportunity to engage in business for themselves. The man of small means usually finds something to his liking quickly but the larger propositions involving heavy investments usually require long-drawn-out negotiations, ranging from several months to three or four years. These large industries are eagerly solicited by competing lines, which makes the work more difficult and calls for much advertising and selling skill.

#### "SUBURBAN LIFE" MOVES TO NEW YORK

The editorial and publishing offices of *Suburban Life* have been removed from Harrisburg, Pa., to New York City.

J. Horace McFarland, who has been the publisher of the magazine for the past two years, will no longer retain his connection with it in an official capacity.

It is understood that Mr. McFarland relinquished his connection with *Suburban Life* chiefly on account of the rapidly growing business of The McFarland Publicity Service, the advertising agency of which he is president.

#### E-M-F PICTURE SHOW GOES WEST

Following its whirl around the Eastern circuit, the E-M-F Company's moving picture squadron, which is demonstrating the methods used in the making of E-M-F 30 and Flanders 20 cars, has started on its Western itinerary. Assistant Sales Manager Paul Smith will take his crew and 10,000 feet of films into nearly every state of the West.

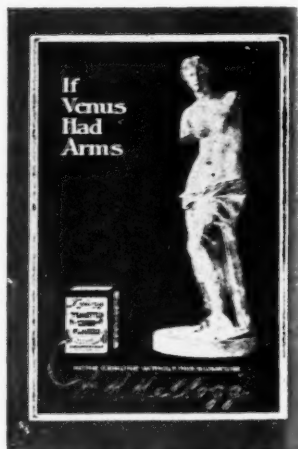
More than 1,200 dealers and branch house managers will be banqueted, as were those in the East, and will see every process employed in making the company's products, from the crude material to the finished car.

#### ALL "BROKE UP" OVER TOASTED CORN FLAKES

BOSTON, MASS., April 25, 1911.

Editor of PRINTERS' INK:

If you can do it without endangering my immortal soul (whatever that is), I should like to be taken into the Holy of Holies, and told—in a whisper—what in Gehenna is the meaning of the Toasted Corn Flakes advertisement



of Miss Venus de Milo. Was she the original flake eater? Are we to assume that this is the photograph of "a dear old lady," who lacked arms and found toasted corn flakes easy to eat, direct from the box?

THOMAS DREIER.

#### GEORGE L. MITCHELL AND STAFF NOW

After five years in the advertising agency business, George L. Mitchell & Co. have incorporated and will hereafter be known as George L. Mitchell and Staff. The officers of the new corporation are George L. Mitchell, president and managing director; J. C. Chevalier, vice-president and advertising director; B. E. DeLaney, secretary, and Philip J. Mitchell, treasurer.

The service of the firm includes merchandising service and business counsel.

The Noonday Luncheon of the Pilgrim Publicity Association of May 1 was addressed by Geo. B. Hugo, a Boston liquor dealer, who spoke on "The Regulation of the Liquor Traffic."

Kirkland B. Alexander, for a dozen years past an editorial writer on the *Detroit Journal*, has joined the McManus Advertising Company.

## THE WORD IN TIME

Breathes there a man with soul so dead, who never to himself has said, "My trade of late is getting bad; I guess I'll use a ten-inch ad." If such there be, go mark him well, for him no bank account shall swell; no angel watch the golden stair to welcome home a millionaire.

The man who never asks for trade, by local ad or line displayed, cares more for rest than worldly gain, and patronage but gives him pain. Tread lightly, friends, let no rude sound disturb his solitude profound; here let him live in calm repose, unsought except by men he owes, and when he dies, go plant him deep that naught may break his dreamless sleep; wherein no clamor may dispel the solitude he loved so well. And, that the world may know its loss, plant on his grave a wreath of moss, and on a stone above, "Here lies a chump who wouldn't advertise."

But he who hustles night and day to bring the trade along his way, and who identifies his store with goods that bring a "call" for more, shall never keep upon his shelves such goods; they almost sell themselves.

So friend, if you are feeling glum because your "biz is on the bum," don't moon around and think and think, but use a lot of printer's ink. That evil time will never rise, if you start *now* and advertise.

W. S. S.

## NASHVILLE'S FREE PUBLICITY

The Nashville, Tenn., Industrial Bureau is killing two birds with one stone by sending the following notice to the mayors of leading cities:

"We have \$150,000 with which to advertise Nashville. We want bright youths under 18 to tell us how to spend it. We will pay \$100 for the best plan submitted to us by May 20. Please communicate this to the boys and girls of your city. Nashville has the lowest cost of living, the lowest railroad rates, the best variety of raw materials, the cheapest fuel, the widest markets, the finest climate, and the most fertile surrounding country of any city in the South."

Just why it should be assumed that eighteen years is the "age limit" at which sound ideas are likely to be evolved does not appear. But perhaps the press agent who conceived this idea had more concern about what would "take" with the editors over the country than what Nashville would get out of it on the come-back.

## A FIVE-PAGE NEWSPAPER AD

The Houston (Tex.) *Chronicle* on April 7, contained a five-page advertisement of the Wm. A. Wilson Company, which is the largest individual real estate advertisement ever published in Texas and probably in the entire South, if not in the whole country.

"I am so pleased with the results from using Acme Quality Paints that I cannot praise them too highly. For several years I have gotten from a more or less indifferent dealer ready-mixed never fail (?) paint, with the result that I invariably finished by sending my furniture to an experienced man.

"Their advertisement in *The Ladies' World* called my attention to the Acme Quality, and it is all it is claimed to be. Once used, always preferred. It is far superior to anything I have tried."

MRS. A. E. S.,  
Nashua, N. H.

This is but one of a large number of favorable comments on Acme Quality Paints from readers of this magazine.

THE  
**LADIES' WORLD**  
NEW YORK

## CAMPAIGNING WITH SOFT PEDAL ON IS THE "PERSIL" IDEA

BIG CHEMICAL HOUSE OF ROESSLER & HASSLACHER BEHIND NEW LAUNDRY POWDER IS BREAKING INTO MOST STRENUOUS OF MARKETS BY CATERING TO THE TRADE, WITH SUPPORT OF HEAVY ADVERTISING

To meet strenuous competition, don't compete! Not in that strenuous way, at least. Do it *differently*, as the "Persil" people are doing it, for example.

When the other fellows' salesmen are tearing fiercely up and down the line, pulling and hauling dealers and jobbers this way and that, when the campaign of competition daily becomes tenser and tenser, and the little outsiders, trying to break into the market on a shoestring, are running around madly in circles, emitting shrill yelps of excitement—keep clear of the mess.

Then is the time when sheer contrast will get attention for you and plead your case. Make your introductory calls on jobber and dealer, therefore, short and social. Let your air of serenity express your confidence in your proposition. Give your advertising a chance to work on the trade as well as on the public. Start your real campaign where you've got to end it, with the consumer, and make it a campaign of *consideration*. Win your first customers by an excess of courtesy and personal attention. And the customer in the hand is worth two in the prospect.

Campaigning in this altruistic fashion suggests the twenty-first century, but the Persil people are doing it now, and it seems to be taking. Persil is a new idea in laundry powders, a "self-acting oxygen compound," which is claimed to be an improvement over the best of to-day in every point of use and economy. The people behind it are the Roessler & Hasslacher Chemical Company, of New York, one of the largest chemical houses in the United States.

The Chesterfieldian lengths to which Persil salesmen are going in the campaign just started in New York State may be gauged by this typical touch. When the salesman comes in to the small local jobber with the first few orders taken by the corps of Persil demonstrators, and the jobber somewhat impressed, is reaching for his pen, the salesman stops him with a gesture:

"Now hold on, my dear fellow. I'm not going to let you load yourself up, even for a minute. Just oblige me and make this first order a small one. Leave it to us. We want your co-operation, and we're going to get it, but we want it to come naturally. We don't want to force you. We don't have to fuss up any fictitious excitement. You know what we're doing in the newspapers and street cars and on the billboards, and with our demonstrations. When



**Oxygen—Nature's  
Cleanser—Brings Wel-  
come Relief from  
Wash-day Slavery**

Instead of loading your back over a tub of clothes all day long as washday, use Persil and your washing will require no more anxious than a dipping bath.

Use, soap and grease are all the same. Persil dissolves them all away without any rubbing, and without loss from soap or soap powder. For Persil is an Oxygen-Washing Compound, and the washing of the clothes is more effective than all the rubbing and scrubbing you can do.

One or two washings with Persil will force dirt out of your linen that you have been vainly rubbing from these soap powders, all from being accustomed to gather in the scrub of the fabric and turn it grey or yellow.

After Persil has cleaned them out, your clothes will begin to come out "new-clean," and they will be much longer than if detergent cleansers were used.

**No More Rubbing, No More Wash-board,  
No More Sore Wrist, Wash with Persil and Get  
Through in Half the Time.**

Persil literally makes wash-day a bed of roses. It comes to America from Germany, where thirty million people use and are true to the German system. These daily women found that it did nothing to hurt the usual time and did it thoroughly and well. So they taught it.

If you will get a package of Persil from your grocer and use it now, washday, being now the cleanest and simplest, you will start new clean clothes are true and fine. Persil will save your work or time or both.

**Sold by all grocers in 15c and 25c boxes**

**Persil**

One is a Quarter—  
Does a Dollar's Work

ONE OF SERIES OF STRIKING NEWSPAPER  
ADS

you get ready to co-operate, just go as far as you like. We'll help you."

This was "beating the jobber to it," with a vengeance.

"Say," said the first jobber who heard this carefully prepared speech, "let me shake your hand and reverently salute you and your esteemed house. Of course we'll co-operate. Any concern that starts out that way deserves the best in the house."

The Roessler & Hasslacher



## Your Message Welcome in 425,000 Homes



WHEN you advertise in ORANGE JUDD WEEKLIES you have the publishers behind you. The 425,000 prosperous farmers—and their families—that make up the subscription list of these leaders of the weekly farm press know that the publishers stand right back of each and every advertiser and guarantee them satisfactory dealings. No medical, financial, misleading or objectionable advertising is accepted. The reliability of all advertisements is guaranteed. It is because of this guarantee (this Bond of Confidence between Publisher and Reader, and, therefore, between Advertiser and Reader) that

# The ORANGE JUDD WEEKLIES

produce such excellent returns. They are proved sales-makers.

That's why we carry the largest agricultural advertisers, and general advertisers, too. The best farmers read the ORANGE JUDD WEEKLIES because of the ability with which they are edited, their clearness of vision as to the agricultural situation, their accurate crop and market reports.

Insure quick and certain results by advertising in ORANGE JUDD WEEKLIES. *Northwest Farmstead* covers the Northwest; *Orange Judd Farmer*, the Central West; *American Agriculturist*, the Middle and Southern States; *New England Homestead*, the New England States; 425,000 circulation, weekly, guaranteed. There is *purchasing power* in this circulation.

WRITE OUR NEAREST OFFICE FOR SAMPLE COPIES

### ORANGE JUDD COMPANY

Western Offices:  
1209 Peoples' Gas Bldg., Chicago, Ill.  
335 Palace Bldg., Minneapolis, Minn.

Headquarters:  
315 Fourth Ave.,  
New York

Eastern Office:  
1-57 W. Worthington Street  
Springfield, Mass.

company hesitated some little time before taking up the proposition. It was aware that the market for soaps and washing powders, while a most inviting one, is very hotly contested, that the companies and products are legion, and that the old-established houses maintain their places through big selling organizations and heavy advertising, lavish sampling and various trade schemes.

The company had its product, however, and wanted to do something with it. Its first idea was to turn it over to some wholesale house to handle and it did this, in fact, a year ago. The campaign, however, was not seriously undertaken. In fact, there was no campaign at all. The product was put out in one or two towns, without



AN EFFECTIVE POSTER, IN WHITE LETTERS  
IN RED CIRCLE ON BLUE BACKGROUND

being advertised or any energetic work being done on the dealer. The unusual prices of the packages, fifteen and twenty-five cents, called for explanation, but did not get it.

Worst of all, the packages themselves were not right. They were too large for the assigned quantity of powder, which gave an impression of short measure, and the bright colors soon faded under the joint influence of the moist American climate and the

powder to a depressing combination of drab and yellow. The campaign was a failure and the chemical company was left with its product on its hands.

Its confidence in Persil was, however, unabated. It could not forget the fact that some 30,000,000 pounds had been sold in Germany the previous year—one pound to every woman and girl in the Fatherland—and that ninety-eight per cent of the dealers were carrying it. There must be a reason for these things.

The house decided to go ahead. Carl Th. Goldberg took charge as manager and as a preliminary move went abroad to study the campaign in Germany. He was especially interested in learning how the German company had broken the ice in the beginning. He found a very interesting story.

Persil salesmen had gone out with the unlabeled packages and called on the grocers.

"We have here," they said, "a product of our mines. It has not been named and we don't know what price is going to be put on it. That does not matter now. The tests show that it is a great cleansing and bleaching preparation and the house wants to see what the trade thinks of it. We wish you would take this package home with you and give it to your wife. We know what she will say, but we want to hear her say it. Then we will report and the house will attend to the rest."

This kind of introduction created a great interest in Persil which was later turned to practical account. The campaign was rounded out by demonstrating in the home.

Mr. Goldberg returned to New York enthusiastic, George Batten Company was engaged to lay out an extensive campaign of advertising, one that will probably total \$100,000 for the first year, and the campaign was begun. It started last month in Albany and will be extended rapidly through the state. Arrangements are being made for the development of other territory.

The character of the whole campaign is suggested by the attitude

the company has taken toward the jobber and retailer. It is a following out of the line of least resistance. It may cost more in the beginning, but by saving time it is expected to prove more economical in the end.

The nucleus of the trial campaign is half a dozen salesmen and a score of demonstrators—an unusual number of demonstrators in a trial campaign. The demonstrators are women. It is their business to call upon the housekeepers, explain the merits of Persil, demonstrate it and take orders to be filled by the dealers.

Sampling was suggested in place of demonstration, but was not adopted for several reasons. The first reason is that the price of the package is twenty-five cents, and that looks like a big price for a package no larger than those which sell for five and ten cents. The apparent big price has to be explained, and explained the right end first, after they had shown what Persil could do.

Again, the use of Persil would involve a change from ordinary laundry methods to one of less work, but a change nevertheless, and any suggestion of change needs very careful presentation. Sampling was not enough. It was necessary for the success of the campaign to take even greater pains, to demonstrate the value of the compound oneself or to stay with the housewife while she was trying it in order to see that she was doing it right.

Expensive as this sort of campaign is, it has also a reflex value; it reveals all the weak and strong points of the proposition at the start, and thus saves time and imagination. It does not pay its way, of course, but it starts sales and gives the dealer something solid to build on.

The work of the demonstrators is really the heart of the Persil campaign. The salesmen in the beginning are hardly more than ambassadors to the jobber and retailer. They are instructed to cultivate good will, not to press for orders, in the belief that there will be no real loss of time, and that co-operation will come all the

*The Standard Paper for Business Stationery—"Look for the Watermark"*

**Do the Letters You Mail to the world look as well as the best letters the world mails to you?**

## OLD HAMPSHIRE BOND

**will put you on a reciprocal basis with your most fastidious correspondent.**

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestions for letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.

Write for it on your present letterhead. Address



**Hampshire Paper Co.**

**SOUTH HADLEY FALLS  
MASSACHUSETTS**

The only paper makers in the world making bond paper exclusively.

*Made "A Little Better than Seems Necessary"—"Look for the Watermark"*

more quickly for not being demanded. If this is in seeming violation of sales philosophy, it must be said that thus far it is making good.

This policy of making haste slowly is being followed out consistently. Orders taken by the demonstrators are filtered in to the jobbers a few at a time instead of all in a bunch. This means many more calls for the salesman, it is true, and extra work for the jobber, but it means also more individual orders to handle, more separate transactions to record, more separate checks to sign—in a word, more notice taken of Persil by the jobber and retailer. These are the little arguments which wear down resistance.

In all this, sight should not be lost of the advertising which supports the sales effort. It is unusually thorough. Not only is liberal newspaper space taken, but heavy displays on billboard and in the street cars. In addition to this, the dealer helps are very elaborate and include hangers, cut-outs and signs, all in a characteristic bright red and blue. The posters are extremely effective.

The newspaper copy varies in size from five and six-inch double columns up to a quarter-page and even larger. It plays up Persil as the oxygenated washing powder which does what the air does in cleansing and whitening clothes. To offset the novel price of twenty-five cents in a five and ten-cent field, the legend "Costs a quarter, does a dollar's worth" is made prominent in all the ads.

#### HOTEL MEN "CUT OUT" PROGRAMMES

The Indianapolis Hotel Keepers' Association is preparing to put its foot down on programme advertising. The members say they are solicited every day to put advertisements in programmes and to buy blocks of tickets for affairs about which they know nothing. "This practice must stop," says one of the members. "Newspaper advertising is all right, and so is advertising in hotel papers; but all of these other things are holdups pure and simple, and hotel men are not going to stand for them any longer. We have decided that hereafter all such propositions must be submitted to the Association at a meeting."

#### C. A. A.'S MINSTREL SHOW

The third annual minstrel performance of the Chicago Advertising Association was given under the auspices of the entertainment committee, at its club rooms, on the evenings of April 24 and 25, and as usual, scored a hit.

It was under the personal direction of Frank P. Walter. The first part of the programme included songs and sketches by W. A. Wadsworth, George W. Mason, C. S. Fredericks, C. J. Sullivan, F. A. Farrar, A. E. Chamberlain, E. L. Bernard and J. Ellsworth Gross. In the second part were a musical specialty by F. Herza, a baritone solo by W. Cary Lewis, a monologue by S. DeWitt Clough and quartette selections by George W. Mason, A. E. Chamberlain, W. G. Watrous and L. D. Wallace, Jr. Mr. Chamberlain was musical director, and J. R. Woltz interlocutor; Messrs. Wadsworth and Bernard the bones, and Messrs. Farrar and Fredericks the tambos. The chorus was made up, in addition to those already mentioned, of W. E. Jewett, H. C. Bremer, H. B. Boardman and C. J. Sullivan.

#### WOOLEN COMPANY'S SIXTEEN-PAGE AD

The American Woolen Company's advertisement in the *Outlook* of March 25 is sixteen pages long and is one of the biggest advertisements ever run in a standard magazine. It is in the form of a reading notice, the work of George B. Spencer, and is the Woolen Company's side of the tariff question—"The Truth about 'K'"—"K" being the wool schedule in the Aldrich tariff. Instead of circulating the facts in a pamphlet, as it probably would have done last year, or employing a press agent to work the newspapers, the company has taken a course which in itself tends to create a favorable impression of straightforwardness, and has bought space to present its case to the people on its merits, taking enough to get all of its story in and making effective use of illustration to color and humanize it.

Arthur Brisbane, editor of the *New York Evening Journal*, is to address the Milwaukee Advertisers' Club, June 21. Other future speakers are Gov. O. A. Eberhart, of Minnesota, C. W. Post, Battle Creek, Mich.; A. F. Sheldon, of the Sheldon School, Chicago; E. C. Patterson, advertising manager of *Collier's*; James Rodgers, advertising manager of Harper & Bros., New York, and C. S. Dobbs, president of the Associated Advertising Clubs of America.

The Roswell (N. M.) Advertising Men's Club has been organized, the first and thus far the only advertising club in the new state. The officers are: President, J. O. Cato, advertising manager, Morrison Bros.; vice-president, W. H. Stine, Stine Shoe Company; secretary, N. O. Shanks, of the *Register-Tribune*; treasurer, Hail Cobean, advertising manager of a paper.

F  
Fo

El

Did Y

How t  
liter  
Bankin  
Wages  
Volum  
port  
How t  
Numb  
diffe  
Detail  
publi  
ing  
The cl  
a ma  
What  
Cost o  
State  
Detail  
1916  
How t  
print  
Type—  
inch,  
How  
lines

Status  
ily inco  
wage  
country

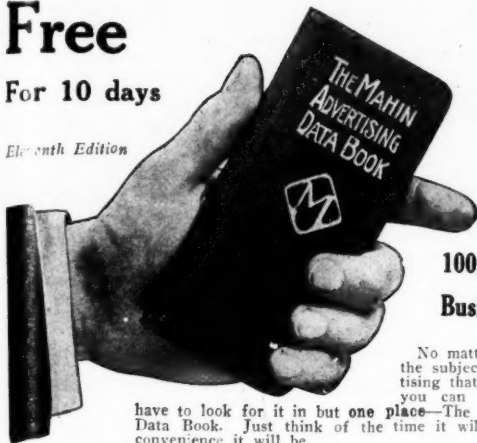
John Lee &  
an exclusi  
are not in

\$3.00  
value for  
\$2.00

W

**Free**  
**For 10 days**

*Eleventh Edition*



**THIS**  
**BOOK**

**Answers**  
**Over**

**100,000 Sales and**  
**Business Problems**

have to look for it in but **one place**—The Mahin Advertising Data Book. Just think of the time it will save you and the convenience it will be.

**Did You Ever Want to Know at a Moment's Notice—**

How to get out effective catalogues and literature?

Banking strength of various cities?

Wages per day of various lines?

Volume of 50 leading exports and imports?

How to secure a copyright or patent?

Number of towns of various sizes in different states?

Detailed data concerning over 3500 publications and over 3000 billposting plants?

The closing dates; the column width of a magazine?

What newspapers can use mats?

Cost of posting any town in the United States or Canada?

Detailed cost of street car advertising? 1910 census figures?

How to correct a proof so that the printer can understand you?

Type—How many words to the square inch, etc?

How many dealers in the different lines in the various states?

**Statistics** covering hundreds of important facts, such as family incomes and expenditures, laborers, wage earners by classes, city and country.

**How to Judge an Advertisement**

John Lee Mahin's famous Ten Tests have been rewritten by him and broadened in their scope. The ten tests are an exclusive feature of the Mahin Advertising Company and are published only in the Data Book. These tests are not mere theories. They have been applied to this advertisement.

**Let Us Send the Data Book on 10 Days' Free Trial**

**\$3.00** 580 pages in leather and gold, yet it will easily slip into your vest pocket. If at the end of ten days you value it, want to keep the Data Book send us \$2.00 and we will send you for one year the Mahin Messenger—**\$2.00** which alone costs \$1.00—containing every month, short, snappy, up-to-date sales and advertising talks.



**Mahin Advertising Company**

JOHN LEE MAHIN, President WM. H. RANKIN, Vice-President  
H. A. GROTH, Secretary

801-851 American Trust Building, 125 Monroe Street, Chicago  
Newspaper, Magazine, Farm Paper, Trade Paper, Street Car  
and Outdoor Advertising

The Data Book answers these questions and over 100,000 others on selling and advertising—all thoroughly indexed and ready for instant reference.

**New Features:** Estimated, as well as sworn circulation of newspapers and magazines. Listing 865 trade papers in 58 lines. Exact amount to the penny required to cover any town with any sized poster. New and authoritative chart showing how to make scientifically correct color combinations.

**This is why the Data Book is used daily by such well known advertising managers as**

G. H. E. Hawkins of The N. K. Fairbank Co., J. J. Stokes of Marshall Field & Co., J. M. Campbell of The Proctor & Gamble Co., S. C. Dobbs of the Coca-Cola Co., E. St. Elmo Lewis of The Burroughs Adding Machine Co., J. W. T. Knox of Chester, Kent & Co., W. B. Morris, Northwestern Knitting Co., E. L. Shuey, The Lowe Bros. Co., H. Jenkins, Cable Piano Co., C. B. Hamilton, Berkey & Gay Furniture Co., Chas. H. Townsend, Jr., Brown-Durrell Co., R. H. Morrow, Comptograph Co., H. A. Jones, Stromberg Electric Co., Fred Wonser, Baker-Vawter Co., and by 5986 other advertising managers, sales managers and salesmen.

## MORE LIGHT ON PROPOSED RAISE IN MAGAZINE POSTAGE RATES

NATIONAL ONE CENT LETTER POSTAGE  
ASSOCIATION ALIGNED AGAINST  
PUBLISHERS—EVIDENCE FROM OF-  
FICIAL REPORTS OF MEMBERS OF  
JOINT COMMISSION TO INQUIRE  
INTO COST OF MAIL TRANSPORTA-  
TION BOLSTERS ARGUMENTS  
AGAINST PROPOSED INCREASE IN  
POSTAL RATES ON SECOND CLASS  
MATTER

*By Gridley Adams,*

Advertising Manager, Dayton Motor Car  
Company, Dayton, O.

Business houses of Dayton, Ohio, have recently received circular matter from an association called "The National One Cent Letter Postage Association."

The *avowed* purpose of this association is to secure a one cent letter rate. Attached to the cover of the booklet they send out is a slip which reads, "If you have not the time to read this whole address please read about one page, commencing middle of page 3, marked x." This paragraph "marked x" reads: "A great outcry as to the injustice of the Postmaster-General's proposed slight advance in magazine postage rates, etc." One need not read further than this marked paragraph to guess that their real purpose is to fight for an increase of postage on magazines and periodicals.

In this booklet they claim that it costs the Government nine and one-fourth cents a pound to transport mail matter. In saying this they have simply swallowed hook, bait, sinker, line, rod and reel, the statement made by the Administration that it cost over nine cents a pound to transport mail matter.

The harm this will do is that the public may accept this figure as fact. For the true enlightenment of advertising men as to what it costs the Government to transport mail matter, I quote below from a report by Senator Carter, who was one of the Senate members on the Joint Commission appointed to look into the cost of transporting mail matter; also the opinion of former Third Assistant Post-

master-General Madden, former Postmaster-General Cortelyou and former Auditor for the Post-office Department Henry A. Castle. Two hundred and fifty thousand dollars was appropriated by Congress for a thorough examination into this matter so as to determine, *if it was possible*, just what it cost to transport mail matter. Senator Carter said:

"The Commission was specially directed to make inquiry regarding the second-class of mail matter, because of a statement made several years before by Postmaster-General Smith, and often repeated by his successors, that it cost the Government seven cents per pound to handle second-class mail matter. Every fact and figure obtainable was marshaled for consideration. In addition, public hearings were held, at which all officers of the Post-office Department having special knowledge of the subject were heard at length—but the Commission failed to find any basis upon which to determine with even an approximate accuracy the cost of carrying second-class mail matter.

"No one in the Post-office Department was able to define the premises from which Postmaster-General Smith deduced his announced conclusion that the cost was seven cents per pound. And Mr. Smith, who was then living, excused himself from appearing before the Commission on the ground of inability to remember the basis upon which he had figured. The arbitrary figure announced by Mr. Smith seems to have been accepted by his successors without question until it became a stereotyped, traditional Departmental statement of cost.

"Mr. Madden, the then third assistant postmaster-general, finally said that four cents a pound would probably be a fair rate for second-class matter. But it was apparent that this figure was the result of a guess rather than a calculation, and yet neither the books nor the officers of the Department could shed any better light on the subject than the guess Mr. Madden supplied.

"Postmaster-General Cortelyou frankly said that he had refrained from making any recommendation regarding any rate of postage on second-class matter because the statistics of the Department were of such an unsatisfactory character that he was unable to determine the cost of handling that class.

"The Commission unanimously agreed that a definite basis for just rates could not be ascertained until the whole postal department was placed on a more efficient and businesslike footing—an analysis of all operating expenses and their proper assignment to the various classes of service rendered was obviously necessary to enable either the Commission or the Department to reach a proper conclusion as to the cost of handling second-class mail matter or the performance of any other postal service. No such analysis has ever been made or attempted by the Department. Indeed, it seemed that the separation of operating expenses was not possible

with the Department system of accounting and bookkeeping.

Senator Carter said further:

"If the directing force in the operating department of the best railroad property in the country should be frequently changed and generally made up of inexperienced men, however able, a receivership would soon be the inevitable result. Yet that kind of proceeding is practically the custom in the Post-office Department, which has 325,000 employees, 60,000 post-offices, and 26,000 domestic transportation routes aggregating nearly 450,000 miles in length with annual travel of over 442,000,000 miles. Last year the total receipts were over \$203,000,000 and the expenditures amounted to over \$221,000,000, and in addition money orders were issued for over \$491,000,000. This stupendous business enterprise is managed by the Postmaster-General and four assistants who are usually selected on partisan grounds and rarely allowed to remain in office long enough to become reasonably familiar with the mere outlines of their work."

The former Third Assistant Postmaster-General, Edward C. Madden, said:

"Our worthy Postmaster-General suggests the second-class mail rate be allowed for purely reading matter and that a higher rate be charged upon the advertising part of the periodical, or words to that effect. The opportunities

for official mischief in such a proposition would be very great, indeed. I considered that proposition myself and abandoned it as vicious.

"How much the cost of handling matter of the second-class is more than the postage paid will always be more or less of a guess until the Government adopts the machinery for determining accurately."

A former auditor for the Post-office Department, Henry A. Castle, in an article on the defects in the postal system, said:

"The amount received by postmasters in payment of postage for second-class matter is collected in cash, and there is no sufficient check on their reports of these receipts. In other words, this large item of revenue is *never audited*. Nine million dollars a year is accounted for; how much is unaccounted for—*who knows?*"

(They know how much *went* into the cash drawer, but not how much *should* have gone in. Fine system upon which to base their claims that periodicals should pay more.)

As to other matters in the Post-office, Mr. Castle says:

"No account has ever been kept with the Post-office Department of the stamps and stamped paper furnished by the

# The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel



Beginning with  
The JUNE Issue  
OF  
**SUCCESS**  
**MAGAZINE**

and every number thereafter, both the advertiser and his agent will have on his desk a card showing the amount of paid-for circulation given their advertising.

This is only another form of evidence that what we have sold has been delivered. A circulation of 300,000 is guaranteed.

There is an abundance of evidence from our readers of their satisfaction of what they have bought. All of our advertisers justify their expenditures with us. The May issue contains a list of one hundred and sixty-eight advertisers, and they all have reasons for being included in this list.

DAVID G. EVANS,  
Advertising Manager

**The National Post Company**  
Publishers of Success Magazine  
and The National Post  
NEW YORK

Harry T. Evans, Western Adv.  
Mgr., Home Insurance Bldg.,  
Chicago, Ill.

Tilton S. Bell, New England  
Representative, 6 Beacon St.,  
Boston, Mass.

Bureau of Engraving and Printing, or by outside contractors. *It would be the fundamental corrective check upon substantially the whole revenues of the Post-office Department, amounting yearly to \$140,000,000.* The first the auditor ever hears of the stamps, etc., is his notice to debit them to a postmaster. How many have vanished en route no one can estimate.

"Presumably there is a 'double audit' of all Governmental receipts and disbursements; but, literally, under existing law and conditions, 90 per cent of the postal transactions can have no examinations whatever in the Post-office Department."

And carefully digest this:

"The settlement of claims of railroad companies for transporting the mails involves the payment of more than \$40,000,000. The only evidence upon which the account is settled is a certificate from the Post-office Department that the service has been performed during the preceding quarter. There is no way for the auditor's office to ascertain independently, as contemplated by law, whether the computations have been correctly made, or, in fact, whether any mail has been carried by the railroads during the quarter. The auditor must rely on the bald statement of the departmental authorities that the amounts certified are due and payable; no evidence is furnished."

To the letter I received from this One Cent Association I replied:

"If you are so earnest in your campaign, why not be honest—thoroughly honest?"

"We certainly should have one-cent letter postage, but if you want to succeed in your efforts, let me suggest that you confine your attention to first-class matter and not try to gain your ends by trying to discredit something that the Government has as yet been unable to prove, and to again look into which another commission has just been appointed."

To this their secretary wrote an officer of this company, saying:

"We beg to say that advertising managers are, as a rule, favoring magazines to the detriment of the companies who are paying these advertising managers their salaries."

"I would say, further, that when we took up this work we did not intend to attack the magazines, but they put up such a villainous and *untruthful* (the italic is his) campaign that we were compelled to expose (Oh! the muckrakers) them, and it is not exaggerated when I say to you that I have not yet seen a single statement made by the magazines in regard to postal rates that was correct."

Editor Henry M. Pindell, of the Peoria, Ill., *Journal*, which is arranging an aviation meet in his city, called on the Wright Brothers the other day at Dayton, O., and took his first aerial trip in one of the Wright machines with Walter Brookins.



# The "Rediscovery" of Newspapers

We have worked out for three of our customers, who wanted to localize in the newspapers, three different, novel and peculiar methods of newspaper advertising.

PLAN No. 1: We worked up a method of spending a fixed percentage of each dealer's purchases in advertising the dealer's store as depot for the advertised goods. These goods are sold by all dealers. This plan seems complicated until understood, but, in practical operation is simple, automatic and extremely effective.

PLAN No. 2: The second plan was worked up by us for using newspapers to increase the efficiency of the local crews who are conducting house to house sampling and selling campaigns.

PLAN No. 3: The third plan is a unique method of newspaper advertising to increase the productivity of demonstrators who give away samples and sell goods in centrally located stores in various cities.

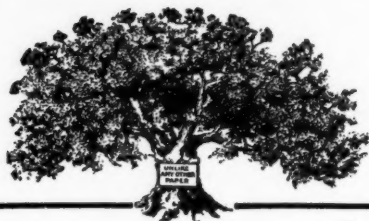
To national advertisers or manufacturers who are thinking of advertising nationally (and who are not competitors of these customers) we will be pleased to explain any one of the above newspaper advertising methods. Please state plainly which plan interests you.

In writing for this information, the request should be on a letter head of the firm with which the writer is connected, and the position occupied by the writer in that firm should be stated.

*M.P. Gould Company*

Advertising Agency

31 EAST 22d STREET, NEW YORK



## It Interests Other People

There is so much of quaint humor and human interest and solid common sense in Farm Journal that many people delight in its pages who do not get their living from the soil. C. A. B., of Indian Orchard, Mass., writes us,

"I used to read the Farm Journal some years ago and find that it has made a lusty growth since then and lost nothing in quality. Although I am not a farmer, but a mechanic in a busy little village, I worked on a farm some years ago and spend most of my spare time in the summer time working on my home acre."

One of the difficulties of the advertiser is the impossibility of personally knowing and understanding all the different kinds of people. The advertiser who gets and reads a few issues of Farm Journal will have his eyes opened to the quality of a great, intelligent, prosperous class, the people who are the very foundation of this nation. They are worth cultivating.

The July issue of Farm Journal (closing June 5th) will consist of more than 760,000 copies.

We employ no solicitors—do not need any; send your order through any good agency or direct.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
PHILADELPHIA

## WHY NOT A UNIFORM RATE CARD?

A CONSTRUCTIVE SUGGESTION FOR GETTING ORDER OUT OF CHAOS IN RATE CARDS—8x5-INCH CARDS AND UNIFORM PROVISION FOR VARIOUS INFORMATION

By Edward S. Babcox,

Advertising Manager, Yawman & Erbe Manufacturing Company, Rochester, N. Y.

A month ago I was in the office of the advertising manager of a large manufacturer. While we were chatting, one of his assistants brought in a bill from his advertising agency, covering space used in a representative publication. The bill was a big one, the discount was worth while. The advertising manager instructed his assistant to compare the figures on the bill with the latest rate card issued by the publication. "If it's right, check it, then I'll approve for payment."

An hour later, as we were going to lunch, we saw the assistant still hunting through a motley medley of cards, sheets, letters, circulars, etc., *ad infinitum*.

"Haven't you checked that rate yet?" queried the advertising manager.

"No," came back the assistant. "I find rates of all the other publications we use but that one."

Then said the advertising manager to me, "Say, Babcox, you're a system man, your house is in that business. Why under heaven don't you devise some plan of uniform rate cards? Start something in *PRINTERS' INK* and I'll back you up. Look at the convulsions my people go into when they try to hunt up a rate."

I hadn't been home a week from that trip before I got what seemed to me to be a prod from a magazine man—a man who realizes the need of just such uniformity as I saw lacking in that advertising manager's office two weeks before. I find there is a general dissatisfaction with the method of handling rates in advertising agencies, advertising departments, etc.

Where any system at all is used

in advertising departments it differs from that used in any other department just as much as the size of rate cards sent out by one publication differs from the size of card sent out by any and all other publications.

I have given the matter some thought at the suggestion of my two friends, one a buyer of advertising, and one a seller.

A number of advertising men have seen and approved the accompanying card, which is eight inches wide and five inches high. It carries just the information needed, and its use effects decided economy.

Here's how it might be used efficiently. Whenever a rate card is received from a publication you are likely to use, transcribe the information on one of these cards and file it, either alphabetically by name of publication, or by state and town—whichever is more convenient in your particular work.

White cards should be used for newspapers, buff cards for monthly magazines, and perhaps salmon cards for weeklies. This will prevent confusion, for instance, of New York *American* (newspaper) with the *American* (magazine).

Thus recorded and filed the rate data is always at hand, quickly found, and in very compact shape.

I suggest an 8x5 card because that size is needed to carry all the information desired. I also suggest that size because it is a stock size carried by most manufacturers. Then, too, card cabinets for 8x5 cards are carried regularly in stock by many manufacturers. The use of stock-size cards (the two other sizes being 5x3 and 6x4) would greatly reduce the cost of record systems. When you sit down to design a special card needed for your work, try to stick to size 5x3, 6x4 or 8x5. The minute you select any other size you get into mongrels in both cards and cabinets.

That point is worth remembering.

The average card drawer for

8 x 5 cards is from 12 to 15 inches deep, and will generally accommodate 1,000 cards, with suitable index guides.

Not many of us need to have on file data for more than 1,000 publications. One single drawer, therefore, in our cabinet equipment ought to take care of all the rates and keep them in good shape.

Is that the case in your department now?

Some advertising departments and agents use such a time-saving system now. But many don't. Some file the original card, letter or circular carrying rate data in a file large enough for the largest, and ten or fifteen times too big for the smallest. It is a rank waste of file space, but worse—a rank loss of efficiency when you are hunting for a rate. Sometimes I think pub-

4. Bills from agents and publishers can be checked quickly.

5. System is simple, efficient, resultful. Any office employee can get data requested from file instead of asking another to do it for him.

## ADVERTISING MANAGERS FOR CHURCHES

That churches should employ experienced advertising managers and spend from two to ten per cent of their income for congregational expenses in advertising their institutions in the display columns of the daily newspapers is the belief of Rev. Charles Stelzel, secretary of the Department of Church and Labor, Presbyterian Board of Home Missions.

"The advertising manager of the church should be an experienced newspaper reporter, who can so rearrange the pastor's sermon as to transpose the climax of his theme from the final to the first paragraph," said Mr. Stelzle. "There is a radical difference between preparing a sermon and preparing advertising matter, either for a newspaper or for an ordinary advertisement."

"The sermon writer is virtually sure of his audience to the end. Even though he does not grip the crowd at the beginning, he has a chance to 'make good' before he gets through. This is not so with the advertiser. He must grip his audience at the very outset, or else he will lose it.

"The arrangement of a sermon is such that it naturally begins with an introduction, which is more or less elaborate, and gradually works towards the climax, the strongest part of the address being

at the close. But the advertisement or newspaper writer reverses this order. He places his climax at the beginning, and then he will add as much more as he dares, in elaboration or explanation.

"If his first statement is sufficiently attractive, there is good chance that the reader will look at the second line. This may be of such interest that he will continue to read, possibly until he has read the entire story. But he may stop at any point in the reading and still have the gist of the thing.

"A church advertising campaign should be planned for a year in advance. Some churches should spend ten per cent of their income for publicity purposes. Some business houses spend in advertising from twenty to forty per cent of their receipts. It evidently pays."

Dr. Stelzle, who formerly was pastor of the Markham Memorial Church, St. Louis, spoke there recently before a conference of the Presbyterian clergy.

[illegible]

A FORM THAT HAS PROVEN SATISFACTORY

lishers could co-operate effectively in simplifying this problem if they would get together and agree to issue rate cards of a standard size. Advertising managers and advertising agents would hail that agreement as the forerunner of the millennium!

## SUMMARY

There are many arguments in favor of a standard size and uniform rate card. A few of the more important ones follow:

1. Save time and reference.
2. Simplicity of filing method enables low-salaried people to handle the record.
3. Special data can be written on the back of the card, which is printed one side.

# The Record-Herald

## Leads In Advertising Gains

During the month of April The Chicago Record-Herald gained in advertising over April, 1910

### 397 COLUMNS

This is the largest gain shown by any Chicago newspaper during the above month

---

#### NET PAID CIRCULATION

From Jan. 1, 1911, to April 30, 1911

Daily Average, exceeding . 200,000

Sunday Average, exceeding 220,000

### The Chicago Record-Herald

New York Office : : : 710 Times Building

## HOW RECIPROCITY IS ADVERTISING CANADA

AMERICANS WRITING 1,000 LETTERS  
A DAY TO CANADIAN GOVERNMENT  
—FACTS BROUGHT OUT BY THE  
DISCUSSION—WHAT MANUFACTURERS  
HAVE LEARNED

*By J. Allan Ross,*

Canadian Manager, Wrigley's Spearmint Gum.

In Canada, newspapers devote from five to thirty columns a day to the subject of reciprocity possibilities with the United States. Over here in the States reciprocity agitation, through the columns of our press, has brought from obscurity to the fore, Canada's possessions in manufactures, in agriculture and in other natural advantages.

The average American formerly knew very little about the vast Dominion. Up to within two years ago it was not uncommon for tourists to go to Canada in July well supplied with woolens and fur coats to brave the supposedly Arctic cold. Even the knowledge of most Americans to-day regarding conditions across the line is limited indeed.

It is evident, therefore, that young and old America have had wonderful opportunity thrust upon them for assimilating information of every description about Canada, if they have read only a small part of the articles in the American press upon the subject of reciprocity between the two countries.

Very few in the United States knew, before it was printed broadcast throughout the country, that Canada had a corporation like the Canadian Pacific Railroad which owns a fleet of ocean and lake vessels equal in value and size to several ranking modern navies; that this railroad corporation showed a profit in one year of \$46,000,000 on its capital stock.

The reader of this was astounded to find, in perusing further, that the stock of this railroad has risen in value in a comparatively few years from \$30 to \$213. "How do they do it?" he

asked himself. Upon further investigation he was introduced to some of Canada's resources which permitted of such a tremendous growth, equipment and profit. The great fertile lands of the Northwest now being irrigated and sold by this railroad were brought to his attention and he saw the basis of the great accomplishment.

The fact "that 8,000,000 Canadians buy from this country more than twice as much as 92,000,000 Americans buy from Canada" was little known until it was published first in Chicago papers and scattered in speeches and editorials continuously throughout the land. Few cared to go to dry statistics. It wasn't taught in the schools. But still it was a very pertinent fact and only needed to be handed to the American public in an attractive, digestible and readable way to be eagerly absorbed.

Many manufacturers who have not yet broken into the Canadian field knew, before agitation over reciprocity was started, that seven or eight million Canadians were supplied with vast quantities of goods manufactured in the United States. Trade discussions, however, have given these manufacturers a more detailed insight into these conditions. They have learned in the past four months that the majority of American firms are to-day shipping goods direct from their factories in the United States. In some cases their product is sold to the consumer at States' prices, but in the majority of instances the Canadian pays the duty. They learned further that the Canadian is growing more and more persistent in his demand for the best products of the world. And that, although native Canadian industries may in thirty or forty years be well fitted to supply these demands and needs, it is admitted that they are not, generally speaking, capable now. And the need is a present one. All of this the interested manufacturer has learned and more.

Many branch plants, while established in Canada to overcome the Canadian tariff, have been

eq  
or  
ge  
me  
pa  
th  
Co  
tha  
Ca  
ar  
un  
var  
list  
Can  
is a  
the  
incl  
par  
Uni  
Tra  
duc  
of  
The  
Toa  
Can  
of s  
for  
"Con  
thou  
in t  
wor  
factu  
ucts  
Cons  
writ  
can  
Toro  
tinct  
preci  
conce  
brand  
It  
exact  
manu  
ticles.  
for a  
lookin  
consic  
corpo  
lished  
can r  
manuf  
Canada  
sitions  
either  
with H  
ent or  
royalty  
Canada  
order  
warnin

equipped entirely with Canadian or British capital and are altogether under Canadian management. The Globe-Wernicke Company, Limited, of Stratford, Ontario, is a striking example of this. The Canadian Wolverine Company is another. It is a fact that there are many branches in Canada with one-half American and one-half Canadian capital and under Canadian management. Invariably this class is quoted in the list of American factories. The Canadian Buffalo Forge Company is an example of this. In short, the lists of the press and speakers include as branches those factories, partly and entirely financed by United States capital. Kellogg's Toasted Corn Flakes was introduced into Canada by a company of London, Ontario, gentlemen. They formed the Battle Creek Toasted Corn Flake Company of Canada for the express purpose of securing the Canadian rights for manufacture and sale of "Corn Flakes" in Canada. Although a Canadian organization in the strictest sense of the word, they have rights to manufacture most of the famous products of the Michigan company. Consider the Underwood Typewriter, so well known in American cities. It is handled by a Toronto concern which is distinctly Canadian. Yet all reciprocity statistics give the above concerns as American corporation branches in Canada.

It is true that there are, to be exact, 172 concerns in Canada manufacturing United States articles. But it will be inaccurate for any United States concern looking over the Canadian field to consider 172 of its fellow country corporations as already established therein. When an American manufacturer considers the manufacture of his products in Canada there appear three propositions to choose from. He may either establish a branch plant with his own capital, sell his patent or trade rights, or settle on a royalty basis with an established Canadian concern. It might be in order here to add a word of warning to United States manu-



### *Territorial attack.*

Two words, which briefly but powerfully express the keynote of the thoughtful and carefully planned advertising campaign.

These are days when the advertiser insists upon knowing just where his effort is directed. He *must* know in order to trace sales and increased orders.

When he spends his money in the UTICA

## **SATURDAY GLOBE**

he knows that his message is carried into and his story read in 140,000 homes in the smaller towns in interior New York, New England, and adjacent states—homes wherein reside an audience that responds quickly and faithfully with the money of thrifty and sensible people who buy, use and need every article that is today advertised for use and consumption in the kind of homes that have made legitimate advertising not only possible but profitable.

Why not gain admittance to this responsive gathering?

We will be glad to show you the way.

THE JOHN BUDD COMPANY  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis

facturers considering Canadian markets. If a patent or trademark is registered at the Canadian capital, Ottawa, it is necessary to have the patented article manufactured in the Dominion within a year. Otherwise the patent rights are permanently forfeited.

Generally, however, the press and speakers have been remarkably accurate in the handling of statistics of both countries.

When American readers followed the oft-repeated arguments of both sides on reciprocity, it must have been of interest to note the numerous American firms who have established large plants across the boundary line and who have grown close to the hearts of the Canadians. Less than fifty years ago the Canadian Northwest country was a wilderness—to-day this Western country is ranked as a vast empire. There is one American-Canadian industry which was a considerable factor in explaining this marvelous industrial development. The International Harvester Company of Canada is a good example of American capital in the Dominion. Outside of what this concern's machines have done, to enable Canada to snap her fingers in any nation's face if she so chose, let us see what makes an American concern close to Canadians.

This company maintains a café for employees which is supplied with produce raised on a farm operated by the company itself, and food is supplied at cost. If men are injured they are provided with the best accommodations at the city hospital in Hamilton, where this great plant of 130 acres is located. Recognizing voluntarily the principle of employers' liability, it has also inaugurated a benefit association and a pension plan. Noted for its loyalty to Hamilton, it holds a high place in the estimation of Canadians.

American companies in Canada that have grown up with the Dominion, and that are an integral part, produce articles from a great Perrin Filter Press to a package of Wrigley's "Spearmint." To quote the Stewart Hartshorn

"shade-roller people," "The history of our Canadian branch has been one of continuous growth. To increase our output nearly fifteen times since establishing in 1890, it has been necessary to have Canadians feel that we are one of them."

And so they do feel. Loyal, permanent and efficient American organizations in Canada have assisted in cementing Canadians together. When companies show their men that they are to be provided with steady employment at living wages and assured that they will be taken care of in the event of sickness and accident and in their old age it leads to contentment, development and closer relations. These characteristics have marked many of American branches in the Dominion, and have demonstrated to readers of reciprocity arguments, that the establishment of further commercial operations has been made acceptable to Canadians.

#### SAYS RETAILER WILL DEMAND MORE PROFIT

Because the small retail merchant is learning the value of his services as a distributor, resulting from his close association with the buying public, manufacturers soon will be forced to discontinue that practice of permitting him to make merely a bare profit on his sales of widely advertised goods.

This was the declaration made by L. H. Martin, advertising manager of the Globe-Wernicke Company, addressing the Agate Club, a Chicago advertising men's organization.

Paul P. Willis has been appointed advertising manager of the Mais Motor Truck Company, of Indianapolis, and has resigned as assistant secretary of the Indianapolis Trade Association. Mr. Willis was automobile editor of the Indianapolis *Star* for years. The president and general manager of the Mais Company is Will H. Brown, and Mr. Willis was associated with him in an advertising capacity when Mr. Brown was vice-president of the Overland Company.

The United States Aerial Publicity Company, Belfast, Me., has been incorporated to do a publishing and advertising business, with a capitalization of \$500,000, by W. G. Howard, A. A. Knee, J. M. O'Brien, Columbia, S. C.; Austin W. Keating, Maurice W. Lord, Ralph O'Connell, Belfast, Me.



## *Mr. National Advertiser—*

¶ Take all the men and women whose opinions you value the most on any question—

¶ Take all the men and women who have the broadest outlook on life—who have the means and ability to keep abreast of the times in culture, refinement and thought—

¶ Take all these persons as a type—then you have a good idea of the type that reads

# Harper's Magazine

## HIGHEST COURT FORBIDS UNAUTHORIZED USE OF PORTRAIT OR NAME

A DECISION OF NATIONAL CONCERN  
TO ADVERTISERS—STATUTE OF NEW  
YORK STATE UPHELD BY U. S. SU-  
PREME COURT—THE TEXT OF THE  
COURT'S OPINION

The United States Supreme Court has just handed down a decision supporting the constitutionality of the New York state statute which forbids the use of a person's picture for trade or advertising purposes without consent.

The case of Aida T. Rhodes vs. the Sperry & Hutchinson Company, both of New York city, occasioned this decision which is of peculiar interest to advertisers.

An unfortunate chain of incidents, according to the Sperry & Hutchinson Company, operated to put them upon the defensive. This house, which runs a trading stamp business, had made an agreement with Sol. Young, the New York photographer, to give trading stamps in exchange for photographs to be used as premiums.

Mrs. Rhodes, happening into one of the display rooms, noticed her photograph on exhibition. She asked that it be removed and this was immediately done, according to the testimony at the first trial. Coming in again a week later, she discovered an enlarged portrait of herself in another display. This fact had been overlooked by the premium house, but upon her second objection, the manager temporarily screened it from view with another portrait, awaiting an opportunity to rearrange the hanging of several pictures. This screening portrait, it is stated, fell to the floor and was put away by some attendant who did not know the circumstances. Accordingly the portrait of Mrs. Rhodes was still on display when her husband came in to see if the picture had been removed.

When he saw the portrait still on display, he immediately assumed that there was stubborn disregard for the feelings of his wife, and brought suit, which resulted in his favor.

John Hall Jones, the general counsel of the defendant, made up his mind that here would be a good opportunity to secure the ruling of the Supreme Court of the United States upon the soundness or unsoundness of the statute.

The Supreme Court's decision was delivered by Mr. Justice Holmes and is as follows:

This is an action brought by the defendant in error for using her photographed portrait for advertising purposes without her written consent first obtained. The facts were found against the defendant (the plaintiff in error), an injunction was issued and damages were awarded; 120 App. Div. 467; the judgment was affirmed by the Court of Appeals, 193 N. Y. 223, and thereupon final judgment was entered in the Supreme Court. The suit was based upon Chapter 132 of the New York Statutes, of 1903, which makes such use of the name, portrait or picture of any living person a misdemeanor and gives this action. The case comes here on the single question of the constitutionality of the act. It is argued that as before the statute a person could not prevent the use of her portrait by one who took and owned it, *Roberson v. Rochester Folding Box Co.*, 171 N. Y. 538, to deny that use now is to deprive the owner of his property without due process of law.

The Court of Appeals held that the statute applied only to photographs taken after it went into effect, as was the photograph of the plaintiff that the defendant used. The property was brought into existence under a law that limited the uses to be made of it, and, if otherwise there could have been any question, in such a case there is none. Some comment was made in argument on the distinction between photographs taken before and after the date in 1903 as inconsistent with the Fourteenth Amendment. But the Fourteenth Amendment does not forbid statutes and statutory changes to have a beginning and thus to discriminate between the rights of an earlier and later time.

The decision means that an advertiser, in New York state, must secure written permission, before using the name or picture of any person in connection with his business building work. It supports in advance like statutes which have been passed or may be passed by other states.

According to Mr. Jones, the Sperry & Hutchinson counsel, this decision is more far reaching than appears at first glance. He believes that under it no photographer may display at will photographs in front of his place of business without violating the law;

no manufacturer can use the name or a picture of any living person for purposes of promoting his goods, without first getting that person's written permission.

Mr. Jones said that the New York state statute grew out of the so-called right of privacy. The right of privacy is a personal matter and therefore in his opinion the law does not forbid the use of a corporation name for promotion purposes. One's name, therefore, may not be printed in a testimonial without his permission, but a corporation's name may be so used.

It has been decided by some of the states that no statute is needed in this matter but that the common law right of privacy is sufficient to prevent abuses. States that have already taken this stand, through their courts, are Missouri, Georgia and New Jersey. On the other hand, Michigan courts have decreed that there is no right of privacy without a statute, thus taking the position of New York state. Under the Constitution each state may decide for itself whether it needs a statute guaranteeing right of privacy or whether the common law extends all the protection needed.

Mr. Jones also gave it as his opinion that the law would not be put into effect against the oral use of a person's name for purposes of trade, although as the statute now reads, even this is forbidden.

#### STATE PUBLICITY FOR VERMONT

Vermont has established a bureau of information and publicity. The last legislature authorized the expenditure of \$5,000 to "promote the further development of the natural resources of the state by the collection, preparation, publication and distribution of reliable information and statistics touching its natural and industrial advantages."

This new department has been annexed to the office of the Secretary of State, the present incumbent, Guy W. Bailey, maintaining the office at Essex Junction.

It is Mr. Bailey's plan to issue booklets on subjects pertaining to the resources of the state and give them wide distribution.

M. C. Meigs, of Chicago, has succeeded G. B. Voorheis as advertising manager of the J. I. Case Threshing Machine Company, Racine, Wis.

# On the 5<sup>th</sup>

The big editions of the Woman's Home Companion make it necessary to close the advertising forms on the 5th of the second preceding month, instead of the 8th, as heretofore.

Beginning with the August number the new closing date becomes effective. The August number will close on June 5th.

S. KEITH EVANS  
*Advertising Director*

381 FOURTH AVENUE  
NEW YORK

JOSEPH A. FORD  
*Western Manager*

TRIBUNE BUILDING  
CHICAGO

## THE CHAIN STORE WITH THE HUMAN ELEMENT LEFT IN

MORAL: GIVE THE DEALER WHAT HE WANTS AND DON'T TIE HIM UP WITH RED TAPE—WHAT THEY KNOW ABOUT MERCHANDISING IN THE UNITED CIGAR STORES COMPANY

How to handle men? The United Cigar Stores Company knows something about it.

John Henry runs a "united cigar store" in one of New York's best residential districts. But John Henry doesn't feel that way about it—he is in business *for himself*.

A customer found John Henry with his brow all wrinkled up over a long form letter on the letterhead of the United Cigar Stores Company. A few questions drew this out:

"Letter from the company—mighty important. No, nothing about 'salesmanship' or that kind of dope—just how to handle the business, that's all. Saturday's double-certificate day. It'll be ad-

money; that's what talks. And more than that, they treat you right. Down in the office they never speak of a 'united cigar store.' Oh, no. It's always John Henry's store.

"I just told 'em I didn't like that long-winded circular letter they are getting out. I told 'em so. Just sketch out what you want, they said. So I wrote this.

"Well, sir, that letter was printed and in my hands in four hours. No 'ifs' or 'ands'—just gave me what I wanted. My customers will read that letter—too busy to read the long-winded one—and I'll do business on it, don't you worry about that. I know my customers. And they'd know I didn't write the other letter. Didn't sound like me.

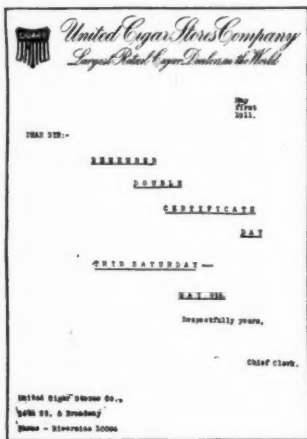
"The office gives me what I want every time. Only time they tried to give me something I didn't want was when they were going to promote me to be an inspector. But I told 'em I was happy right where I was. Didn't ask for anything better. Sales are what count.

"Who's head of the United Cigar Stores Company? His name's George Whalen—came down from Syracuse. Better take one of those letters along as a reminder of Double Certificate Day. You might forget it."

The United Cigar Stores Company now has a chain of 650 stores. Its success is built largely on its knowledge of human nature and its skill in handling men.

San José, Cal., is being advertised in an unusual way by its chamber of commerce. Whenever a visitor from out-of-town stops in San José, the society editor of a paper in the visitor's home town is notified by post-card. Upon the back of the post-card is printed a list of the beauties of San José and Santa Clara, statistics of its population, etc. A number of newspapers have expressed appreciation of the service and the results in general publicity are felt to be worth the effort.

Definite reports that Madison, Wis., soon is to have a new afternoon newspaper have accompanied the announcement that Richard Lloyd Jones, associate editor of *Collier's Magazine*, is to make his home there.



A CIGAR SALESMAN'S IDEA OF THE KIND OF FORM LETTER THAT "DOES BUSINESS"

vertised all right. Got to know all about it.

"Good people to work for? Why, they are willing to pay the

We are as careful  
in accepting  
an account  
as the advertiser  
should be  
in selecting his  
advertising adviser.

J. J. GEISINGER COMPANY  
General Advertising  
MORRIS BUILDING  
PHILADELPHIA

## **You would Spend Many Years in a Foreign Country before you could Read the Native Newspapers easily and Know what they were Advertising**

The average foreigner who comes to America is in just the same position.

During those years he forms his buying habits for life—from the advertisements in the newspapers printed in his native language.

Fourteen Million foreign-speaking Americans are in the market for all good and staple American products.

They read 465 newspapers and magazines, published in 28 languages.

Our translation bureau will put your advertisement into the vernacular of these twenty-eight languages.

Address—

**LOUIS N. HAMMERLING**

President

**American Association of Foreign-Language Newspapers**

**703-5 World Building, New York**

(The American Association is an alliance of 465 foreign-language newspapers printed and circulated in the United States and Canada, which offers all the facilities of an up-to-date advertising agency for the foreign-language field.)

## THE "COPY WRITER" VERSUS THE BUSINESS WRITER

A NAME WHICH HAS SUFFERED FROM CALLOW WORK—DEVELOPING RIGHT THINKING BEFORE DOING WRITING—SALESMANSHIP A STRONG ESSENTIAL—ADDRESS BEFORE SATURDAY EVENING CLUB, NEW YORK

By D. A. Reidy,

Copy Director, The Ethridge Company.

What is a copy writer?

I frequently ask myself whether the name isn't as much of a joke as the product. The publisher of a national weekly told me only yesterday that to his mind the name "copy writer" signified a callow youth trying to hang on to the coat-tails of an advertising organization on the strength of a course of lectures.

This is perhaps an extreme view but not altogether without justification. There is a fast-growing suspicion that the average copy writer is a very much untrained business man, a dealer in superficial words rather than sound ideas. Speaking for myself, I do not like the word "copy" as applied to advertising. It smacks of the schoolroom. Usually the work fits the title, being a more or less flagrant attempt to copy somebody else's style, method or phase of presentation. To be a mere copy writer is to be a mere pencil-pusher, a trotter-out of unconsidered trifles. A glance over the back pages of the magazines shows an abundance of words and a surprising dearth of serious thinking.

We often hear about copy with the punch, copy with the wallop, copy that bites, and similar slang terminology odorous of the prize ring and the yellow supplement. Around the word "copy" has been assembled a string of adjectives that a street huckster might envy.

Copy, however, is a good enough name for most of the hasty, ill-thought and ill-worded language that usually fills advertising space. It carries on its surface the earmarks of crude thought and im-

mature business training. It smacks of shallowness and superficiality, reflects the mind of the word-acrobat rather than the experienced business thinker. It shows a primal desire to juggle words rather than to inspire confidence, and savors of vaudeville rather than serious drama. It is the rattle of the tin pan rather than the sonorous soul voice of the organ.

The work of the business writer, on the other hand, is first of all to think correctly. He must possess that type of mind which senses the needs of a business almost automatically. He must have the nose for vital things, the instinct for news interest which distinguishes the managing editor from the cub reporter. He must have that keen sense of balance and business responsibility which is ever ready to sacrifice a pat phrase or a smooth sentence when it interferes with simple sales language.

I should say that a business writer differed from a copy writer in the knowledge of human nature first of all and in the development of a sixth sense which enables him instantly to adjust his argument to the individual needs of the situation. Of necessity he must have keen business instinct and that sympathy which binds him to his client as friend, counselor and guide rather than be a mere writer of attractive sentences.

The competent business writer should be a competent salesman. He should be able to go out on the road and book big orders. He should be able to grasp instinctively the strength and weakness of his client's proposition and be able to supply a remedy for the weakness. He should be able to go into his client's business and, instead of asking for information, give it. He should be a man of sound business judgment. To judgment he should add knowledge and to knowledge perspicacity and to perspicacity intuition and to intuition initiative.

Pretty large contract, that, you think? Yes, it takes a pretty

broad man to be a competent advertising writer. The more competent he is, the quicker he is to recognize his own shortcomings.

But what, one may ask, about his writing ability? Isn't that the main thing? No—it is almost the least thing. It comes from surcharge of ideas. It is the outward and visible expression of inward and inborn knowledge. Having the other qualifications the writing ability comes naturally. Without these qualifications, it is a shallow, slipshod formula; a mere trickery of verbiage; a mask of words hiding a skeleton of ignorance. The quiet salesman is the powerful salesman. The greatest orator is the man who doesn't suspect he is an orator.

The besetting sin of the copy writer is a straining after cleverness, a desire to sacrifice simplicity to word juggling. It is my good fortune to have had several years' experience in various branches of mail-order work, where the test of writing ability can be gauged accurately. I have seen clever writing bring replies, but I have rarely seen clever writing bring actual dependable business that could be figured down to an exact basis of percentage. On the other hand, I have seen plain, homely, common-sense sales talk produce absolute uniformity of results, one state with another and one year with another.

I do not wish to be understood as decrying writing ability. I look upon it as a gift similar to the gift of eloquence. But writing ability, as applied to advertising, should be based first, last and all the time on business instinct and perception. It should be born of intuition rather than erudition—of salesmanship rather than authorship. It should be a finishing point rather than a starting point.

There is a decided dearth today of advertising writers. There is a painful glut of copy writers. Hundreds of worthy young men, with little or no experience in business, are running around with diplomas and a batch of "copy," thinking that these are the passports to the advertising world.

Their disappointment must be sad when they find, as they usually do, that their meager fund of information is soon exhausted when applied to the serious work of giving real help to advertisers.

To the ambitious copy writer who has some knack at word handling, I would say, try selling goods for a while. Preferably try selling books or maps, or office devices. Put in a year or two mixing with the hard, practical, cold-blooded business world. Prove the faith that is in you. Test the quality of your own salesmanship before you undertake to sell it to others. If you are burning with a zeal to sling sentences that eventuate in sales, start a mail-order business of your own. Put your "copy" into the form of letters, booklets, leaflets or what not and mail out a hundred or two every evening to a list of names taken from the Blue Book or the telephone directory. Find out what selling influence your copy has. Try persuading people to buy tea or coffee or some other household necessity by mail. If you have the proper requirements of a business writer, there will come a day right soon when you will be able to name your own salary and it can't be any too big for the concern that is lucky enough to get you.

The question of whether big advertisements are to adorn the sides of omnibuses on Fifth avenue, New York, was up for argument in the United States Supreme Court April 27. In 1907 the Fifth Avenue Coach Company asked for an injunction to prevent the city from interfering with its displaying advertisements. The city held that the advertisements violated a city ordinance. The Supreme Court is now to determine whether the ordinance was valid.

The first number of "The Booster," weekly organ of the Advertisers' Club of Milwaukee, is out. J. S. Hagen, assistant advertising manager of the Boston store, is editor. At the club's noon-day luncheon, April 26, Henry Weinstock, advertising manager of the Everwear Hosiery Company, talked on the "Application of Art to Commercial Printing."

The Electric Advertising Company, of New York, has been incorporated with \$100,000 capital, to manufacture and deal in advertising devices, by S. Churchill, C. W. Combs and G. H. Schuler, New York City.



THE  
M

It sav  
erag

THA  
in e  
ble in n  
does rea  
ink, in a  
to a goo  
fering w  
a multip

THI





Examples of Multigraph printing with real printing-ink

# THE MULTIGRAPH

**I**S MULTIGRAPH printing really cheaper than printing-press printing? Here's one answer:



**A**RMOUR & CO., Chicago, operate their own printing-plant of fifteen cylinders and many platen-presses. They are using Multigraphs for printing forms and dealers' imprints. They say they are doing certain kinds of printing cheaper on the Multigraph than on their other presses.

**It saves 25% to 75% of the average annual printing cost**

**You can't buy a Multigraph unless you need it**

**T**HAT'S another answer—not true in every instance, but demonstrable in most cases. The Multigraph does real printing, with real printing-ink, in a manner that would do credit to a good printer—and without interfering with the use of the machine as a multiple typewriter.

**Y**OU'RE safe in permitting our representative to investigate your need of the Multigraph. His report must prove to our satisfaction, as his demonstration must to yours, that you have a profitable application for the Multigraph. Write today for interesting free booklet.

## THE AMERICAN MULTIGRAPH SALES CO.

Executive Office and Factory  
1820 East Fortieth Street, Cleveland

European Representatives: The International Multigraph Co.  
79 Queen Street, London, E. C., England

## Kicks and Halfpence

"As one goes from John O'Groats to Land's End one gets more kicks than halfpence."—Old Saying.

By Earnest Elmo Calkins

[EDITORIAL NOTE.—Mr. Calkins left recently for a trip abroad to spend his vacation—mostly in the south of France.]

Good Americans, when they die, says the saying, go to Paris, but a lot of the bad ones go before they die. For these the business of entertainment is being busily exploited by Frenchmen and in many cases by Americans. There are a number of places in Paris designed for the traveler with more money than brains, and new ones are being opened with great rapidity. Many of the old resorts which once had a certain character and individuality of their own and were worth visiting as a phase of foreign life, have entirely destroyed whatever interest they once possessed in the mad desire to catch the American dollar. They are now no more characteristic of Paris than is the Knickerbocker Hotel or the College Inn.

The last straw of advertising is now breaking the camel's back of Bohemianism. There is a little newspaper now published daily aboard most Atlantic liners known as the *Atlantic Daily News*. It is controlled by the Marconi interests and contains "boiler plate" matter, advertisements, and about four pages more or less of wireless telegraph news. It is not particularly well done, though it would seem possible by the exercise of very little brains to make it a very clever publication indeed, but such enterprises are so frequently got out by the very ones who are unable to give it the atmosphere it needs so much and which could be so easily obtained. Most advertisers and agents have been bothered from time to time by solicitors from this syndicated deep-sea journal.

In to-day's issue of the *Atlantic Daily News* on board the *Nieuw Amsterdam*, within one day's steam of Boulogne-sur-Mer, there

are a number of quaintly worded advertisements of restaurants and other resorts in Paris, intended for the eye of the smoking-room contingent. They are intended for the first tripper anxious to be real devilish, and who lacks the language and sophistication to find his way to the right places otherwise. The *Bal Tabarin*, *Le Ciel*, *L'Enfer*, *le Rat Mort*, and other places are presented with a naïveté and use of English that is very quaint and amusing. Among the characteristic announcements is the following which is a sample of the phraseology of the rest:

**PIGALLS' RESTAURANT.** In the middle of the place Pigalle is a tiny palace, truly a neat little house, where the famous "Pigall's Restaurant" is installed, directed so attentively by the agreeable Mr. Charton.

By a luxurious staircase a marvelously decorated room on the first floor up, is reached where an orchestra of tziganes intoxicates one with maddening music. This is the chic rendez-vous after the theatre and is the establishment of laughter and greatest amusement. Those who partake of supper are numerous and the wildest gaiety presides at their repast. A luxurious and famed American bar provides customers with the best and most varied refreshments.

The italics are mine.

A suggestion for securing the co-operation of dealers that might be adapted by national advertisers is the method used by a New York photographer and camera supply dealer. To stimulate sales of a certain photo-paper, this dealer offers to develop films, free of charge on first orders, provided the paper in question is specified for prints.

The *Oklahoma State Capital*, a morning paper of Guthrie, has suspended publication and transferred its subscription list to the *Leader*. The *Weekly Capital* is consolidated with *Greer's Oklahoma Farmer*. This leaves Guthrie without a morning paper and with only one daily.

At the meeting of the Cleveland Advertising Club, May 3, Charles W. Mears, of the Winton Motor Carriage Company, Detroit, discussed "Fundamentals of an Advertising Campaign."

## SANCTION FOR CHURCH ADVERTISING

Divine authority for church advertising is found in Matthew, v:16, by Rev. Stanley Powles, of Milwaukee, who is the latest minister to give expression to the growing ministerial conviction that paid publicity offers undreamed of opportunities:

Let your light so shine before men that they may see your good works and glorify your Father which is in heaven.

In a recent sermon at the Hanover Street Congregational Church, he urged all churches to lay out a campaign, and advertise, presumably in display. He said, in part:

The church is God's great business center.

Many of the pastors and churches make a mistake in failing to recognize that a newspaper is under no obligation to give them space. Even the advertisers secure no favors in the editorial columns of a real newspaper.

It degrades the church in the eyes of men to be begging for notices, petty puffs and items on insignificant meetings or achievements. There are communities where the church and its ministers have begged meaningless flattery, when at the same time the press is criticised and where no note of gratitude ever found its way to an editor's table.

Something must be done to overcome the preoccupation and mental inertia of those who need religion and are out of touch with the churches. The best way to approach them is by advertising.

### "O'SULLIVAN HEELS" INTER- ESTS SOLD

Humphrey O'Sullivan, inventor and manufacturer of rubber heels, recently announced that he had sold his interests to Lamont Corliss & Co., New York. The sale took place last December, he said, but the final transfer of the business was effected only in March.

"I attribute my business success to advertising," Mr. O'Sullivan said. "I began my first advertising in monthly magazines, then included weekly publications, and later entered into a heavy advertising campaign in the daily newspapers. I consider newspaper advertising the best, for one can suit one's advertisements to the needs of the moment and can get immediate results."

Mr. O'Sullivan said that he did not intend to retire from active life.

George B. Gallup, New England representative of the *Cosmopolitan Magazine*, addressed the Representatives Club, New York City, May 1, taking for his subject "Advertising and the New Spirit in New England."



*The newspaper is the publicity machine gun in the battle of business.*

With it you can rain shots on any given point that will sweep clean everything within the chosen range.

You can quickly change from point to point, keeping well in advance of your intrepid lines of sales forces and pave the way for their most successful and resultful charges.

What the machine gun is to the military in effectiveness, the newspaper is to the business man, but the business man has the advantage of the use of guns already commanding a thousand fields of action, all truly aimed and awaiting only his ammunition.

We represent newspapers in a score of prosperous cities. We can show you how to pour your business arguments and selling talks into those splendid markets, not only with effect, but with economy.

*We are at your service anytime, anywhere.*

THE JOHN BUDD COMPANY  
Newspaper Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis

# New York



THE NEW YORK SUNDAY AND MORNING  
GAINED MORE DISPLAY ADVERTISING  
NEW YORK SUNDAY AND MORNING

Published 1998 Columns of  
Gained 482 $\frac{1}{2}$  Columns of

That is the wonderful record for April, 1911, compared with April, 1910. Every line was paid for by advertisers of experience—advertisers who insist upon getting satisfactory results for every dollar they spend.

**The Morning American**  
(Exclusive of Sundays)  
**Gained 165 Columns**

Led every competitor in the morning field in both advertising and circulation gains.

**Quality Readers Produce Quality Results**

ritor  
day  
more  
and  
circu  
Sun,  
more  
greate  
Hera  
than  
Tribu



**MORNING AMERICAN PUBLISHED MORE ADVERTISING IN APRIL THAN ANY OTHER MORNING NEWSPAPER**

## Plans of Display Advertising Plans of Display Advertising

### **Nothing Succeeds Like American Circulation**

Within New York City and its commuting territory the net paid circulation of the New York Sunday American exceeds 596,000, which is 200,000 more than any other New York Sunday newspaper, and greater by 100,000 than the total combined circulations of the New York Sunday Herald, Times, Sun, Tribune and Press.

In New York City the Morning American sells more than 200,000 papers each day—which is a greater city circulation than the Morning Times and Herald combined, and by many thousands greater than the city circulations of the Herald, Press, Tribune and Sun combined.

**Quality Results From Quality Advertising**

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

## STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
242 CALIFORNIA STREET  
SAN FRANCISCO

## HOW THE ADVERTISER'S GUARANTEE AFFECTS THE DEALER

THE PRESIDENT OF THE A. N. J. A.  
POINTS OUT THE INJUSTICE OF  
SOME GUARANTEES OF JEWELRY  
—CONTINUOUS ADVERTISING ONLY  
FAIR TO THE RETAILER—SOME-  
THING ABOUT AMBIGUOUS GUAR-  
ANTEES THAT AMOUNT TO ACTUAL  
MISREPRESENTATION

How heavily should a manufacturer's advertised "guarantee" weigh upon the retailer who has to do the real work of making that guarantee good? That evidently is a point worth consideration, judging from the remarks made by Steele F. Roberts, at Chicago, to the American National Jewelers' Association, of which he is president.

Mr. Roberts severely criticised those advertising jewelry manufacturers who rushed blithely into print with liberal guarantee offers and then left the dealer to struggle in an endeavor to fulfill the guarantee promises.

Mr. Roberts, elaborating his remarks at Chicago, gave this statement of views to PRINTERS' INK:

Some jewelry manufacturers, in their magazine advertising, hold their advertising as a club over the dealer, compelling him to purchase the goods, and, having loaded up the dealer, ceased advertising, leaving him with a lot of dead stock on hand.

This, you will agree in many instances, is a lamentable fact, applying to jewelry as well as other lines, but I have only words of praise for the manufacturer whose continuous advertising creates a constant demand for his goods.

In my address I stated most emphatically that I believed it was a great benefit to the retail jewelry dealer to have the manufacturers advertise direct to the consumer when the article had merit and value, and paid the dealer a fair profit.

*I emphasized the fact that the jewelry manufacturers in their advertising placed a burden of guarantee on the dealer which it was impossible for him to fulfill.*

The business or profession of a legitimate jeweler is unique—distinct, separate and apart from that of any other trade or calling, from the fact that there is an implied or tacit understanding in the mind of every purchaser of an article in a jewelry store that such article has a perpetual or life-long guar-

antee, whether the value be one dollar or a thousand dollars.

The ambiguous guarantees, or even direct misrepresentations, of other merchants are forgotten or passed by in a few days or months, but, with a jeweler, years seem to add zest and renewed vigor to a purchaser's claims for repairs, adjustment or loss of an article of jewelry or silver.

More work is done and attention given the customers of a jewelry store gratis than any other business, and, for this reason, I would stay the avalanche of promises and guarantees made by magazine advertisers.

Considering the capital invested and limited amount of business transacted, the average profit of a retail jeweler is smaller than that of merchants in any other line and consequently there is no so-called "velvet of profit" on which to maintain a perpetual guarantee on breakage, wear and tear, etc.

I am heartily in accord with the advertising campaign of the manufacturing jewelers and silversmiths who advertise their wares direct to the consumer to be purchased through the retail dealers, providing the goods have merit and value and are sold under a guarantee that can be reasonably fulfilled, and I believe such advertising will result in a largely increased business and profit both for manufacturer and dealer.

The continuous performance advertiser will be hailed with delight as a lifelong friend of the retail jeweler—let the good work of the jewelry magazine advertiser with a legitimate guarantee go on.

Henry N. Cary, for the past three years general manager of the St. Louis *Republic*, and before that time general manager of the *Detroit Free Press*, has left the St. Louis paper to become secretary of the Chicago Publishers' Association. During the Spanish-American war, Mr. Cary was manager of the bureau of the New York *World* in Cuba. He has held responsible positions on newspapers in Chicago, St. Paul and Milwaukee also.

J. B. Hazen, of the advertising department of Frederick Stearns & Co., Detroit, Mich., has accepted the position of advertising manager of the *Morning Albertan*, Calgary, Alta. A business-promotion department will be established for the purpose of assisting agencies in planning campaigns.

Jacob L. Kesner, formerly manager of The Fair, Chicago, has leased the New York store until recently occupied by Ehrich Bros., for a department store. George H. Perry, formerly advertising manager of Gimbel Bros., has been selected to take charge of the store's initial publicity.

William J. Etten, the new managing editor of the Grand Rapids *News*, has been managing editor of the Grand Rapids *Herald*, the Chicago *Journal*, and the Memphis *Scimitar*, and has been business manager for Richard Carle, Elsie Janis, Frank Daniels and Bessie McCoy.

Don't be frightened by the moderate Buckeye price when your printed matter is to be "the best regardless of cost." More advertisers use *Buckeye Cover* because of its effectiveness than because of its economy.

# Buckeye Covers

Our "*Buckeye Proofs*"—free by express if requested on your business letterhead—are a good exhibit to compare with some of your own costlier cover jobs.

The comparison may make you feel bad; but it will do us both good.

Buckeye Covers are made in 15 colors, 4 finishes and 4 weights. Stocked by representative jobbers in all principal cities.  
Sample Book Free.



## The Beckett Paper Co.

MAKERS OF GOOD PAPER  
in Hamilton, Ohio, since 1848

### LEWIS NOT A PRESS AGENT— FAR, FAR FROM IT

BURROUGHS ADDING MACHINE CO.  
DETROIT, MICH., April 28, 1911.

Editor of PRINTERS' INK:

My attention has been called to a letter from Mr. A. T. Thoits, Editor of the *Grand Rapids Furniture Record*, and published in your columns April 20, 1911. Mr. Thoits expresses great alarm over my evil intentions toward the liberties of the press, *vide* a proposition I made to him to publish a series of articles about salesmanship, advertising, etc., to which my name is signed, as advertising manager (shall I dare to mention it?) of the Burroughs Adding Machine Company.

Let us pass over Mr. Thoits' bad-mannered (!) flings at the quality of my brain children, and discover wherein my malevolent designs against the free and unbridled press may appear.

A circular letter was sent to the *Grand Rapids Furniture Record*, enclosing proofs of a series of articles which are now appearing in some of the best publications in the United States. These articles in no way advertised the Burroughs Adding Machine Company. They were on subjects relative to salesmanship, advertising, and the conduct of business, making a plea (which I thought until now was most disinterested) for higher efficiency in business.

Instead of charging the Grand Rapids Furniture Record Company, as Mr. William C. Freeman does the newspapers, for his advertising talks, I offered mine free, provided they signed my name as advertising manager of the Burroughs Adding Machine Company. Just here is where the "liberties of the press," in Mr. Thoits' opinion, begin to be threatened.

"Ah," says my astute editorial friend, "death and damnation! The foul fiend! (Red fire and beatings on the bass drum, if you please.) Here is a man trying to get an agate line of free advertising for his company. It is true that there is nothing about the concern or its manager in the articles. It is true that the articles are good in themselves. It is true that they will help us make more business for our columns by educating the advertiser in the proper methods of following up his advertising, in keeping store, in his correspondence, in handling his salesmen, but we won't print the concern's name—never! Perish the thought!" More talk about the liberties of the press—evil influences!

In a small way, I, too, have been an editor of a business publication. Whenever I published an article I made a point to show the business connections of my writers that my readers might know their authority.

Most of PRINTERS' INK articles are contributed by men personally unknown to the vast majority of PRINTERS' INK readers. If there were no business connections indicated, the PRINTERS' INK articles would materially lose in the weight with every reader which they have now.



A good deal of the protest against the free reading notice is fundamentally right. We are thoroughly in accord with the publisher who attempts to stamp out the secret reading notice, the reading notice that says, "The new Piffle Car is the finest car in the United States," but doesn't sign to it the name of the advertising manager with the name of the concern making the Piffle Car. That's the kind of free reading notices that are wrong in practice, and I believe right-minded people object to.

To compare the secretly "inspired" reader with a series of signed articles is entirely beside the point.

Why in the name of common sense should I write a series of articles for the *Grand Rapids Furniture Record*, and ask them to publish them, unless I was going to get something for them? Why should I give them something for nothing, any more than they should give me something for nothing?

Personally, I believe the series offered them was worth more than the two agate lines of space required to print the name of my company—I expected that as compensation. Mr. Thoms didn't think the articles were worth the price. No doubt that does his editorial judgment much credit, but when he starts to rave about the liberty of the press having anything to do with such a matter, he surely misjudges the brains of his audience, and its capacity to see a joke.

E. ST. ELMO LEWIS.

#### ASHEVILLE'S PUBLICITY PAYS

Asheville, N. C., is very much pleased with the results of its first year's advertising. It is probably the first city in the country to create an advertising fund through taxation, by direct vote of the people, and sentiment was naturally not unanimous in favor of the undertaking.

"It is, however, conceded by the hotel and boarding-house people of the city, as well as the railways," says the secretary of the Asheville Board of Trade, N. Buckner, "that this winter season has been the best Asheville has enjoyed in the past six or seven years, practically all of the business coming from the territory covered by the papers in which the advertisements appeared."

Advertisements have been carried in the *Chicago Record-Herald*, *St. Louis Globe-Democrat*, *New York Herald*, *Boston Transcript*, *Philadelphia Record* and *Travel Magazine*. The advertisements were run from December 25 to February 11. Some of them ran daily and some four times a week. That in the *Travel Magazine* appeared only once. The newspaper advertisements cost approximately \$1,195. Other expenses, as for 25,000 booklets, 60,000 leaflets, correspondence, etc., brought the total cost up to \$2,181.

An advertising campaign for summer tourists will be inaugurated about the middle of May, after which advertisements will run regularly in several of the leading daily newspapers of the South.



The reason this "ad" got your instant attention—

is also the reason why **LESLIE'S WEEKLY** gets such thorough, intense and universal attention each week.

You can't get away from the appeal of a picture. It is elemental.

This is why **LESLIE'S** is read by every member in the families of more than 325,000 business and professional men—read with intense interest, and read thoroughly.

There is but one national pictorial newspaper.

\$1.25 a line.

# Leslie's

## ILLUSTRATED WEEKLY

ALLAN C. HOFFMAN  
Advertising Manager  
225 Fifth Avenue  
New York

CHARLES B. NICHOLS  
Western Manager  
Marquette Building  
Chicago

## "DIVERTISING" VERSUS ADVERTISING

HOW COMPETITION CATCHES ADVERTISERS UNAWARES SOMETIMES—  
ANTICIPATING THE ADVERSARY'S  
ARGUMENTS

By *Humphrey M. Bourne*,  
Advertising Manager, Liquid Veneer  
Products, Buffalo.

The word "advertise" when used to express that form of publicity which will reach out and bring home the trade and the shekels, is a misnomer.

Had Mother Eve gone into the dressmaking business as a means of livelihood about the time she and Adam raised Cain, she would, in order to attract trade, merely have had to *advertise*, or, in other words, notify the small world at large that she was in the dressmaking business.

But soon there must be competition—new dressmakers with new suggestions for wearing the leaf would be making their appearance. Then that advertising must strike a new note—it must dig a little deeper in its appeal—it must not only hold *present* trade but must corral that which the other ladies were getting after. So, instead of merely *advertising*, Eve must *divertise*.

To-day, some bright genius discovers a new way to shave a bristly beard, renew a faded carpet or turn back the hands of Time on Madam's face. He spends umpteen dollars in educating the people. Then he goes out to lunch. (Soft music.) Enter the *divertiser*. He knows that everybody knows what Mr. Advertiser has told them. It's a cinch that all the money Mr. Advertiser has spent has not been spent in vain. So, while the other fellow is munching his "ham an'," Mr. *Divertiser* quietly inserts a few small ads telling how much better *his* article is than Mr. Advertiser's, and so reaps much of what Mr. Advertiser has sown.

Of course, used in such a sense. *Divertising* might be spelled another way—with a capital T, for instance—yet without changing

the fact that it requires more than mere publicity to hold the business and get more.

No sane business man will publicly admit that he has a competitor, but the sooner he comes to the stern realization of the fact that somewhere somebody is staying awake nights planning to "do" him, the better. So he must anticipate what story the other fellow will shout, and then, to use the vernacular, "beat him to it" by shouting first—and keep on shouting. He must *divertise*. To merely continue advertising would mean supplying the other chap with thunder—of making a sacrifice hit for the other man to romp home on.

Ethically, nothing could be more distasteful than to see one man reap a commercial harvest where another has sown. But there seems to be no man-made law ag'in it. So it's a case of fighting fire with fire. "Sufficient unto the day" is no part of the alert commercial man's creed. He must keep *ahead* of the procession. He must sense conditions before they actually exist, and, sensing them, he should profit by his foresight and forethought by *divertising*, by anticipating what the other fellow *could* and *might* say, and say it himself *first*.

Thus the word "Advertise"—to merely notify or inform—takes on a deeper meaning in that other word "*Divertise*," which can be interpreted to mean "to turn aside to a different point"—in other words, to compel action as well as attention. "*Divertise*," in its literal meaning, "to please—to amuse," takes on added significance, for he is pleased who holds what he has, and he laughs best who *advertises*.

OLIN FINNEY JOINS FULLER &  
SMITH

Fuller & Smith, of Cleveland, announce the selection of Olin Finney as a member of their staff. Mr. Finney's most recent work has been as sales and publicity manager for a group of Chicago capitalists.

Henry Schott, a well-known newspaper man of the Southwest, has opened advertising offices in Kansas City.



A magazine is a good advertising medium in proportion as people depend upon it. The magazine itself must be necessary before it can be influential. It must be influential in its reading columns before it can be influential in its advertising columns. A magazine that does not convince editorially cannot convince with its advertising.

McClure's has convinced.

It has caused more widespread civic and national movements than any other one publication.

It has acted upon voters and upon public men.

It is read—thoroughly read.

It is quoted by the press of the country continually.

Its first motive is influence towards the better.

Such a magazine has weight in its advertising pages, and more especially as the advertising pages are under the control of the editorial department.

# McClure's

# SOLVE THIS

97,451  
and

Then add to your list  
of advertising mediums

## Town & Country

the National Illustrated Weekly, which makes a personal appeal to those who have the means to enjoy the good things in life. Look over

## Town & Country's

advertising columns. This volume of business carried in the month of April, as shown by the table published in this issue of "Printers' Ink," comes from leading National and Local Advertisers seeking

## The Elite Patronage

Details of some exceptional Numbers we are planning for the Fall and rate cards from any recognized advertising agency.

**TOWN & COUNTRY**

389 Fifth Avenue NEW YORK

### ADRAFTERS DISCUSS BIG COPY

"If I were organizing a business today," says E. Le Roy Pelletier, "I would reverse the ordinary practice and make the sales department an adjunct of the advertising department. Then, if conditions were such that I must be content with a man and a boy to run the two departments, I would put the man at the head of the advertising department and the boy in charge of the sales order department, feeling confident that an efficient advertising plan would develop more business than an inefficient sales organization could turn away."

Mr. Pelletier was talking to the Detroit Adcraft Club at its meeting on April 13. His special subject was "Sound Logic in Big Spread."

"I believe that advertising is salesmanship—or a waste of money," he continued. "An advertisement that won't actually sell the goods is not worth more than ten per cent of the cost of printing. I have no time for the 'flash-suggestion,' the 'catchy catchphrase,' or 'attention-attention' type of advertisement."

"Whether it be a box of soda crackers, a can of baked beans, or an automobile, the advertisement that is worth the cost of publication should actually make the sale—not merely place the name of the product before the buyer."

"My idea of a sales department is simply a highly systematized order department. The advertising department should be the corps of beaters who discover and drive the game past the stand, where the hunters are located."

"An advertisement that failed to actually make the sale in the mind of the prospective buyer would be like a disorganized corps of beaters who simply scared the game and scattered it in all directions, instead of collecting it and driving it past at the given point."

Mr. Pelletier was skeptical as to the value of much of the so-called art in advertising. He felt himself constrained to say that "the more art the less advertising."

"I believe in large space," he said. "I believe a full page is more effective than eight quarter-pages. I have always used large space."

"Big space, as such, counts for little—it's what you put into it that sells."

"The reason back of the lengthy copy is the fact that it is designed not merely to attract; not merely to reiterate the name of the article; but actually to consummate the sale—to so convince the reader that he will buy himself to the place where the goods are sold, with his mind thoroughly made up to buy the article we have advertised, provided the salesman states the same facts he has read in the ad."

The views of Clarence Vredenburg, of the Charles H. Fuller Company, of Chicago, were also presented. Mr. Vredenburg was not present but his address was read. His views did not differ materially from Mr. Pelletier's in this regard.

"It is the way of the world to grant precedence to things that are big. In the minds of men, the trend of the times is toward bulk. Whether it is a

corpo  
of m  
or a  
aver  
cause  
accept  
low  
great  
vertis  
attent  
"I  
the  
buyer  
a pol  
opre  
ganiz  
"Al  
cor  
an ec  
becau  
it has  
makes

RAC

Edw  
Ref  
your  
paper  
"The  
To  
of th  
are st  
in the  
—the  
Suc  
Fair  
ing a  
would  
buy a  
Chica  
if Th  
Mo  
Racin  
plann  
tender  
ient p  
of the  
"Co  
and it  
er ma  
custom  
vantag  
would  
their  
enjoy  
The I  
Wh  
As  
nected  
and o  
outsid

G. A

Geo  
the C  
Houst  
000, v  
ary e  
the S  
two y  
tising  
phase  
newsp  
handl  
salers  
etc.

corporation, a political party, or a sum of money, a steamship, an earthquake or a fire in a block of tenements, the average mind does not analyze to find causes and then arrive at results. It accepts the verdict of the majority, follows with the mass, bows before the great, worships a power. The big advertisement is the one that commands attention.

"Big copy" does more. It permits the organization for the prospective buyer of all the selling arguments. As a policy it allows the constant development and amplification of this organization.

All advertising is education. "Big copy," however, accomplishes more in an educational way than small copy, because it develops the subject, turns it inside out, gives all the details. It makes the reader understand."

### RACINE MERCHANTS SHORT-SIGHTED?

CHICAGO, April 27, 1911.

Editor of PRINTERS' INK:

Referring to the item on page 17 of your issue of April 20, about Racine papers refusing advertisements from "The Fair":

To my way of thinking, the loyalty of those papers is misplaced and they are standing both in their own light and in the light of their present customers—their home merchants.

Such a campaign as planned by The Fair would undoubtedly stimulate buying among Racine people, and many would be stimulated just far enough to buy at home, instead of traveling to Chicago or bothering to write—that is, if The Fair's appeal is for mail orders.

Moreover, a concerted campaign by Racine merchants could readily be planned that would greatly aid the tendency to buy at the nearest convenient place. This would also hold most of the trade they already have.

"Competition is the life of trade" and it seems sure as fate that, by proper management, such a stirring up of customers and buyers would be of advantage to all concerned. The Fair would get part, the local merchants their portion, and the newspapers would enjoy increased revenue—both from The Fair and from the local stores.

Why don't they try it?

As for myself, I am in no way connected with any of the parties involved and my interest is purely that of an outsider—but an advertising man.

A. C. BUSHNELL.

### G. A. SIMMS WITH CROCKETT

George Advertising Simms has joined the Crockett Agency, of New Orleans, Houston and Dallas, at a salary of \$15,000, which is said to be the largest salary ever paid an advertising man in the South. Mr. Simms has had twenty-two years of experience in the advertising field, and has embraced every phase of the advertising business—newspaper, magazine and booklet work, handling campaigns for retailers, wholesalers and manufacturers, corporations, etc.

# Nebraska Farmer

(42 Years Old)

**A Real Farm Paper—Owned,  
Published and Read by Nebraska  
Farmers**

## Here's Testimony

Fairfield, Neb., Mch. 30, 1911.

Gentlemen:—

I have found your advertising columns as profitable as your reading matter is instructive. Through your paper we have sold stock and bought stock, machinery, etc., having confidence in both your subscribers and advertisers.

Yours truly,

J. S. LOGAN,

Breeder of Short-horn Cattle.

No one knows a farm paper better than the farmer who reads it and advertises in it. Ask us for our book of "Ninety Good Letters from Nebraska Farmers and Breeders."

**NEBRASKA CROP REPORT**—The crop outlook in Nebraska is most favorable. Ample rains and seasonable weather throughout most of the state brings promise of large crops of all farm products. Pastures are fine, wheat looks extra well, corn is being planted, first crop of alfalfa in about three weeks (May 5).

Ask us about Nebraska.

## NEBRASKA FARMER LINCOLN, NEB.

Under the editorial and business management of S. R. McKELVIE.

Member of



N. Y. Office Fifth Ave. Bldg.  
S. E. Leith, Mgr.

Chicago Office Steger Bldg.  
F. A. Dennison, Mgr.

## THE PULLING POWER OF TIMELINESS IN ADVERTISING

WHEN COPY IS GIVEN A "NEWS  
VALUE" SPACE PAYS ITS BIGGEST  
DIVIDENDS

*By F. E. Dayton,*

Sales Manager, Columbia Motor Car  
Company, New York.

It is, of course, patent that the best advertising is that which possesses a strong news value. There may be dividends and a large profit in a simple announcement repeated so often as to command purchase as the message is driven a little bit farther and farther home with the repetition of the advertisement; but there is most action in that advertising that tells a news story and tells it in a news way. It is, perhaps, for this reason that newspaper men arrive at so much success when they enter advertising fields.

Most any business develops a sensation periodically. A news story crops out about every so often. Few businesses are equipped, however, to take advantage of the news when it is happening, with result that a lot of very good merchandising material is not used. Or when a really great news happening occurs to a business it frequently happens that the organization is without experience in handling so big a subject and so fails to reap the benefits that would otherwise accrue to the business.

It is for the news value that the Wanamaker advertising is justly appreciated. At the time of the Paris floods the most authentic and interesting news was printed in the Wanamaker space, as received from the Wanamaker office in Paris by cable. It is such flashes as these that make the Wanamaker space attractive day after day since it would be unfortunate to miss any of the many good things that this store repeatedly supplies.

News, of course, has been variously defined, but one editor has given it as his opinion that news is any subject which does or will

interest readers. On this theory European travel is a present subject of news interest. The newspapers are printing long lists of sea goers and the advertisements of countless hotels on the Old World shores. The very atmosphere is surcharged with the spirit of European travel, and the streets are filled with hurrying teams fruit-basket laden as compliments to departing friends.

Here then is where John Wanamaker sees a news-trail and follows it. The great downtown store has borrowed one of the mammoth models of a big ship, and has planted it directly in the path of store visitors. In infinite variety and in fine display there are grouped about hundreds of guide books of Europe and articles of sea travel comfort and pleasure.

There would be small value in repeating this stunt. The point is that the Wanamaker forces saw the opportunity, filled it and will leave it vacant. The news value was there and they weighed it and exhibited the finding. Such opportunities are at every hand ready to be taken advantage of.

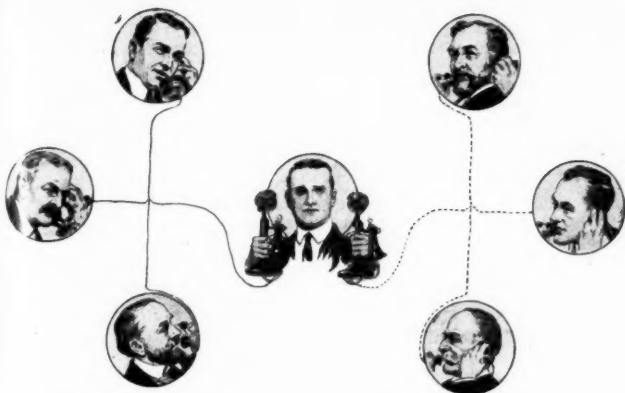
The double-page advertisement of the United States Cartridge Company was another incident of news appreciation. In bringing out a new kind of ammunition a news value was put into the copy that made you feel, in reading it, that you had just been let in on a great laboratory triumph and that very few persons knew anything of this previous to your being made acquainted. I fancy that hunters everywhere repeated the text of this copy feeling that they were aiding in the dissemination of the news of an important discovery.

The establishment of the night lettergram gave the telegraph companies their big opportunity. It was the biggest news item, the establishment of this service, since the invention of the telegraph. The news that was in this announcement can be appreciated from the fact that newspapers everywhere printed the story of the beginning of this service, and printed it without price. The



TY  
mean  
mun  
licati  
expe  
Some  
necte  
are c  
syste  
ceive  
Only  
servi  
for t  
of b

AME



## Half Service or Double Expense

**T**WO telephone systems in one town mean a divided community or a forced duplication of apparatus and expense.

Some of the people are connected with one system; some are connected with the other system, and each group receives partial service.

Only those receive full service who subscribe for the telephones of both systems.

Neither system can fully meet the needs of the public, any more than a single system could meet the needs of the public if cut in two and half the telephones discontinued.

What is true of a single community is true of the country at large.

The Bell System is established on the principle of one system and one policy to meet the demands for universal service, a whole service for all the people.



**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**

telegraph companies did pretty well, but for what they had to do with, it seems that they fell down pretty hard.

But the most lamentable failure to realize upon a big opportunity, in my opinion, was in the case of the opening of the new station in New York by the Pennsylvania railroad. Here was a wonderful building, beautiful, very costly, of stupendous proportions and offering travelers a new and important service. The papers printed stories of the first train that came into the station, told the name of the engineer and conductor who brought it in, and let it go at that.

Some space was used in newspapers to tell New York people how to find the station, but compare the amateur announcements to the work that was done in acquainting the world with the Singer tower when the Singer building was completed. Think of every hotel and hundreds of offices that are showing the Singer building in colors in great massive size until no one is lo-

cated too remote to know of its heaven-reaching height, and try to picture the new Pennsylvania station, a semi-public building, equally well known in the popular mind.

A writer with a nose for news would have stirred the country with the opening of such a structure. It is safe to say that when the New York Central road opens its new Grand Central Station that it will make its news known. This is because the New York Central is a better advertiser than the Pennsylvania, and the Pennsy will have to do more than merely spend money to get the business away from the Central.

Railroads particularly can find profit in giving ear to the news of their own business. Take the Boston & Maine road copy at this season of the year. When the ice goes out of the Northern rivers the road wires every sporting editor, and sporting editors print it because it is news. Fishermen want to know when the time is right for fishing in the Maine country, and the B. & M. R. R. sees that they know. Some recent copy has pictured a guide writing a news message running: "Write me quick if you want me to guide you again this summer." Here is where the road seeks to decide the vacationist upon visiting the woods before other influences get to work. It is the element of news working strong.

## Open for Engagement

Ten years' successful experience as solicitor, copywriter, promotion man, advertising manager, sales manager and executive with large commercial houses and advertising agencies. Interesting record of efficiency in responsible positions; extensive merchandising experience; age 32; married. Have clean habits and a pleasing personality—but that isn't all. Grant me an interview, I'll convince you. Address "LIVE WIRE," care PRINTERS' INK.

### CONRAD BUDKE HURT IN STOPPING RUNAWAY

Conrad Budke, of St. Louis, president of the Nelson-Chesman Advertising Agency, stopped a runaway horse on Delmar Boulevard April 23, and sustained a fracture of the foot. Budke was in an automobile driven by his son. The horse, attached to a covered wagon of the Conrad Grocery Company, seemed about to run over pedestrians or collide with a vehicle. Budke leaped out of his machine and caught the horse. It fell and one of its hoofs struck his foot.

A physician of Des Moines, Dr. Oscar A. Young, was arraigned in the Federal court at Davenport, Ia., recently, charged with the fraudulent use of the mails. He had advertised to cure many diseases, which, it is alleged, he failed to cure. The court took the case under advisement.



MR. PERINE NOT A PRESS  
AGENT

NEW YORK, May 4, 1911.

Editor of PRINTERS' INK:

A well-known gentleman has called my attention to an article in criticism of press agents and their methods which appeared on page 32 of last week's issue of your journal. In the midst of this article is a not too complimentary paragraph concerning me. I understand this article was written by a member of your staff who gathered his material from bulletins issued by the American Newspaper Publishers' Association and

at the time was under the impression that the office of that association classed me among the guild of press agents. L. B. Palmer, secretary of the association, has just stated to me, and I believe has made the same statement to your office, that the association does not regard me as a press agent.

In the circumstances, I must ask you to kindly set this matter straight in your columns of the issue for the present week. Believing it is your intention to avoid misstatements of fact and treat every one in the trade with due fairness I will now thank you for the correction, and remain

F. L. PERINE.

## Important Announcement!

We take pleasure in announcing the appointment of Payne & Young as our representatives in the foreign field. Advertisers and agents can secure from Messrs. Payne & Young, 30 West 33rd St., New York City, 747 Marquette Bldg., Chicago, Ill., full information regarding Hamilton and the many reasons why the Journal should be used in covering this prosperous city.

## EVENING JOURNAL

Homer Gard, Pres.

HAMILTON, OHIO

## New York Addressing and Mailing Dispatch

### FAC-SIMILE TYPEWRITTEN LETTERS REPRODUCED

Addressing of Envelopes, Wrappers, Postal Cards, Etc. Folding, Enclosing and Mailing. Envelopes Addressed and Filled in by Typewriter

Compilers of Original Mailing Lists of Automobile Owners

Delivery of Circulars, Catalogs, Pamphlets, Price Lists, Calendars, Samples, Packages, Etc., addressed or unaddressed, in Greater New York. Telephone, 4046 Beekman

Dispatch Bldg., 43 Fulton St., New York, N. Y.

1847 ROGERS BROS. X S  
TRIPLE

"Silver Plate that Wins"  
The famous trade mark  
"1847 ROGERS BROS." guarantees the heaviest triple plate.



# Why Advertisers Should Use the Boston Herald

The Herald is the kind of a paper that people of discernment like and this is demonstrated by its rapidly growing circulation in the best residential sections of Boston.

The leading department stores find that it is a most profitable medium in which to advertise. This high quality of home circulation makes it a most valuable advertising medium for any manufacturer or merchant who desires to cover Greater Boston.

In fact Greater Boston cannot be covered adequately without the Boston Herald. Those who contemplate extending the sale of their goods in New England can learn facts which will be of value to the success of their work by addressing The Publisher

## Boston Herald

Boston, Mass.

### In Next Issue

The next issue of PRINTERS' INK will contain an important article by Waldo P. Warren on "How to Make an Analysis of an Advertising Proposition." Those who appreciate the importance of making a correct analysis before spending an advertising appropriation will sympathize with Mr. Warren's impatience with those who presume to "decide in five minutes such points as are worthy of the leisurely consideration of the Supreme Court." And those who are in the habit of "settling the fate of nations" over a lunch table on the back of an envelope will perhaps recognize themselves in the picture he draws of the fearful and wonderful way some "things that are called an analysis" are made.

### ADVERTISING TOPICS UPPER-MOST

"The man who prints a fraudulent advertisement," maintains E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, and president of the Association of National Advertising Managers, "commits as great a crime as the faker who pays for it. The honest advertiser patronizes only those newspapers that exclude fake or immoral matter. There is a new word in advertising—honor."

Mr. Lewis was one of three prominent speakers on "Advertising Day," in "Journalism Week," at the School of Journalism, University of Missouri, held April 17 to 21, the others being Thomas Balmer, advertising director of *The Woman's World*, and J. B. Dignam, of Hand, Knox & Co., Chicago.

Mr. Lewis discussed "The Ethics of Newspaper Advertising." He said that simplicity and honesty are the ethics of advertising, as well as of journalism, and that newspapers cannot afford to "fake" in advertising any more than in handling the news.

Mr. Lewis condemned the system of press agents or free news bureaus because they are secret. He asked the support of the editors for the principles that are to uplift the standard of advertising to the mark set by news publishers.

Mr. Balmer's address was along the same line. He said that the advertising which succeeds in the future must be honest, that truth-telling and an understanding of human nature are the two great assets of the successful advertiser.

"The day of so-called cleverness in advertising has passed," he said. "The four requirements of a good advertisement are to tell what the article is, what it can do, where you can buy it, and what it costs."

All through the week, one or another of the 200 editors attending had something to say about advertising.

Oswald Garrison Villard, editor of the New York *Evening Post*, was inclined to be pessimistic about advertising, and deplored the control of newspaper policy by the large advertisers.

Charles H. Grasty, editor of the Baltimore *Sun*, did not fully agree with Mr. Villard, and said that newspapers and advertisers must work in co-operation.

Others who spoke were: Senator Lafayette Young, editor of the Des Moines *Capital*; B. B. Herbert, editor of the *National Printer-Journalist*; Shailer Mathews, editor of *The World To-Day*; Henry Wallace, editor of *Wallaces' Farmer*; Jens K. Grondahl, leading exponent of the Ben Franklin movement; and George B. Longan, Jr., city editor of the Kansas City *Star*.

Four meetings were held in conjunction with "Journalism Week"; The Missouri Press Association, The Northeast Missouri Press Association, The Missouri Associated Dailies, and the National Conference of Teachers of Journalism.

The School of Journalism was organized in 1908. In its first year ninety-five students took one or more courses in Journalism; in the second, 116; and in its present, or third, year there are enrolled 156 students. Twenty states

and two foreign countries are represented. The School of Journalism offers one degree, Bachelor of Science in Journalism.

#### "THE NATIONAL POST" APPEARS

The first number of the new fortnightly publication, *The National Post*, of New York, appeared May 6. It is about the size of *Success*, carries three columns to the page, is tastefully printed and illustrated, and wholly individual in appearance. The editorial salutation best describes the character of the magazine and the class to which it will appeal.

After stating that "the task before magazine journalism to-day is nothing less than the focusing of the strivings of the American people toward a better organized system of life and thought in a better-managed and kindlier nation," and that this task has been essayed by *The National Post*, the editor says: "The method we have chosen in this attempt at national expression is simply the interpreting of whatever may appear to be significant and vital in the news of the nation and the world"—an interpretation, rather than a record. The longer articles are on "The crumbling House of Lords," by Walter Weyl, and "Fire Peril in Factories," by Anna Strunsky Walling.

Subscribers of record are guaranteed against loss due to fraudulent misrepresentation in any advertisement, providing that mention of *The National Post* is made when ordering.

## SUBURBAN LIFE

announces its removal to new offices

**334 FOURTH AVENUE, NEW YORK**

Also the appointment of

**DAVID D. LEE**

Eastern Advertising Manager  
with headquarters as above

and

**GRAHAM C. PATTERSON**

Western Advertising Manager  
with offices at  
338 Marquette Bldg., Chicago.

**FRANK A. ARNOLD**

Manager Advertising Department

New York, May 8, 1911.

## CALIFORNIA RESTORES COMMON LAW RIGHT IN TRADE-MARKS

UNJUST AND INIQUITOUS STATUTE  
OF 1909 REPEALED AFTER SHARP  
CAMPAIGN OF UNITED STATES  
TRADE-MARK ASSOCIATION—MER-  
CHANTS AND MANUFACTURERS OF  
COUNTRY DELUGED LEGISLATURE  
WITH PETITIONS

On the 23d of March, 1911, Governor Johnson of California signed the Trade-mark bill, thus wiping from the statute books of that state the unjust law which, until then, disgraced it, and substituting instead an act which restored the common law rights now existing throughout the United States.

The first attempt on the part of the California legislature to legislate on the subject of trade-marks was in 1863. At that time the common law theory of ownership in a mark by first adoption and use thereof was incorporated into and made the basis of the statute. It provided for criminal prosecution of infringers.

The first attack upon the common law protection of trade-marks as a species of property came nine years later. In 1872 the newly adopted Political Code of California (Section 3197) provided that "any person might secure the exclusive use of a trade-mark by recording his claim thereto with the Secretary of State." Section 3199 declared that the original owner of a mark was he who "first adopted, recorded and used it." The Supreme Court of the state in November, 1884, confirmed this, whereupon the legislature, awaking to the situation, amended the Code so as to restore the common law rights in trade-marks.

Another and the latest attack on the common law theory was made in March, 1909, when the statute just repealed was enacted, giving the exclusive right to a trade-mark to him who first registered it with the Secretary of State. This statute continued in force until March 23 of this year,

when, as stated, it was repealed. Prior to March 23 any one who was enterprising enough to get ahead of any national distributor and file a claim for his trade-mark in California, paying the nominal fee therefor, could hold the rightful owner up for any sum of money in reason or else drive him out of the state and capture his business or some of it.

The attention of merchants throughout the country was directed to the law about a year ago. Vigorous protests at once began. Various test cases were proposed, one on the ground that the law deprived a citizen of his property without due process of law, and another, that it was inconsistent with the Federal trade-mark law. The issue in either case would be a doubtful one.

The overthrow of the law was actually accomplished by the United States Trade-Mark Association, which comprises a great number of representative business houses. The Association, through its secretary, Arthur William Barber, drew up and submitted to Governor Johnson a petition containing a draft of a proposed bill, now the law, restoring the law as it existed prior to the obnoxious enactment of 1909. Thousands of these petitions were then sent to manufacturers and merchants throughout the country, and were signed and mailed by them to the governor.

Advantage was taken of the fact that San Francisco was at the time working to secure the Panama-Pacific Exposition of 1915. Stress was laid in the petition on the fact that the state trade-mark law would deter many from entering as exhibitors, when they knew that their trade-marks would be at the mercy of any unscrupulous person. This argument was even brought to bear upon Federal legislators, who were to decide as to the site for the exposition. Quite a few commercial houses wrote to the California newspapers in which they advertised, urging them to discuss the subject in their editorial columns.

## FIRST BLOTTING PAPER

Blotting paper was discovered purely by accident. Some ordinary paper was being made one day at a mill in Berkshire, England, when a careless workman forgot to put in the sizing material. The whole of the paper made was regarded as being useless. The proprietor of the mill desired to write a note shortly afterward, and he took a piece of waste paper, thinking it was

good enough for the purpose desired.

To his intense annoyance the ink spread all over the paper. Suddenly there was a flash over his mind, the thought that this paper would do instead of sand for drying ink, and he at once advertised his waste paper as "blotting." There was such a big demand that the mill ceased to make ordinary paper, and was soon occupied in making blotting paper only, the use of which soon spread to all countries.

The Aeroplane and the Ox-cart

Both get there — but not on the same day.

If prompt, speedy delivery of illustrations and engravings means anything to you, send your orders to Barnes-Crosby Company, the largest and best equipped illustrating and engraving establishment in America. You will get what you want—when you want it. The house stands back of every promise.

Commercial photographs, illustrations, designs, halftones, zinc etchings, wood cuts, electrotypes, photogravures, two, three and four color process and zinc color plates.

*Day and Night Service*

**Barnes-Crosby Company**

E. W. HOUSER, President

**Artists :: Engravers  
Catalog Plate Makers**

Complete Manufacturing Engraving Plants:—

**Madison and Franklin Streets, Chicago  
214 Chestnut Street, St. Louis**

Branch offices in fifteen principal cities.

## FACTS Concerning the ROYAL STANDARD TYPEWRITER

1. It does the **best** work.
2. It does the **most** work.
3. It lasts the **longest**.
4. It costs the **least**.

No matter how much you pay, you can not buy a **better** typewriter than the ROYAL. A trial will convince you.

**PRICE \$65.00**

**Royal Typewriter Co.**

**Room 52, Royal Typewriter Bldg.  
New York**

**A Branch in Each Principal City**



## ADVERTISEMENTS OF COMPARATIVE VALUES THAT DESTROY CONFIDENCE

MODERATION IN VALUE-COMPARING WILL SATISFY BARGAIN HUNTERS—WOMEN SHREWD IN DISCOUNTING PRICE-CUTTING COPY—DEPARTMENT STORE BUYERS TO BLAME FOR MANY ABSURDITIES IN PRICE AND VALUE QUOTATIONS

By John W. Ward,

Advertising Manager, C. F. Hovey & Co., Boston.

Is it possible to abolish statements of comparative values in department store advertising?

I fear that there is as much chance of this hoped-for condition of things happening in our day as there is for the fighting nations of the world to dispense with their "Armaments of Peace"; it is a condition, calling for self-preservation.

Of our own experience here in Boston we can only say that when values are quoted, and then only for a specific purchase or markdown, we endeavor to have them logical, reasonable, provable, and we rarely have failed to receive convincing confirmation that such a policy of conservative value-quoting "jibed" with the reader's saner view of bargain-giving; and when the average reader is convinced of the truth of the merchant's statements the battle is already half won.

Moderation in quoting comparative values will yet save the day, and the bargain hunter's cupidity be satisfied. To this end the responsible advertising manager can lend a helping hand.

Department store buyers are naturally enthusiastic about the values of their wages; and marking down of stocks inevitable at calendared intervals by reason of the modern scientific and mathematical process by which the great department stores are operated and developed nowadays—providing for "turn-overs" of stock at certain periods, and of necessity, a shifting and lowering of the original selling price in later sales.

The temptation is constant to meet the other fellows' bold statements of drastic price cuttings, by equally wild quotations on the part of the rank and file (and the big fellows, stumble, too!)—which lead to a result something like the one illustrated by this dialogue heard on a New York "L" train by the writer about two months ago:

FIRST LADY—"Oh, Ellen, ——— Company have announced a lingerie dress sale to-day, and they say that . . ."

SECOND LADY—"Yes, I know; a remarkable sale of lingerie dresses, formerly sold for \$55, now \$17. Why, my dear, you can't believe those people any more—they're doing that all the time!"

Upon reaching the street I purchased a copy of the afternoon paper, and the pessimistic lady had pretty nearly hit the bull's-eye. The actual values quoted were from \$25 to \$50, and the selling price was \$15.

Now, this illustrates how this crack of distrust (created so easily) can grow bigger and bigger, widened by reckless advertising, until the walls of a fine structure, which may have taken twenty-five years to rear, come tumbling down with a rush.

The responsible advertising manager can retard, in a way, this disposition of buyers to continually overrate the merits of their goods; can moderate the optimistic impulses of these men who are in the fighting line; and can make the discrepancies appear less disproportionate, thereby dispelling, in a measure, that antagonistic feeling which is sure to arise in the breast of intelligent readers, relative to the enormous first profits, suggested by the first quotations.

When you offer \$2.50 silks—as was done by a New York department store management last Sunday week—for 95 cents, some explanation is due from you; and the advertising man should have forced this issue—it seems to me; for, if next week he has to advertise a good \$1.25 value of silk for 95 cents, he will be seriously handicapped by the absurd previ-

ous  
adve  
sells  
\$2.50  
mini  
his  
ada  
A  
amel  
diti  
more  
by th  
const  
prun  
vertis

All f  
suits p  
equipm  
supplies  
the use  
that fiel

ous proposition. If he keeps on advertising every piece of silk he sells at 95 cents, as being worth \$2.50, or more, he is surely undermining the faith of the reader in his advertising, and needless to add, ultimately, in *all* advertising.

A great deal can be done to ameliorate these threatening conditions, by the display of a little more sanity in value-stating, and by the rigorous exercise of his constitutional rights to cut and prune on the part of the loyal advertising manager.

#### NEW ADVERTISING MANAGER OF AMERICAN SUGAR CO.

J. H. Gannon, Jr., has succeeded Oscar Donner as advertising manager of the American Sugar Company. Mr. Gannon was assistant secretary of the company.

#### THE ARTIST OF IT

Art Editor: "No, we couldn't use that for a cover. The dimensions are all wrong."

Artist: "Why not change the shape of your magazine?"—*Browning's Magazine*.

**I** announce with pleasure that

## Mr. Jesse Seligman

is now associated with me as President and Treasurer of our firm, incorporated under the name of:

**Lindau Jr. & Seligman**  
INCORPORATED  
**Merchandising Specialists**  
(Sales and Advertising Managers)

SUITE 1008-1009 Telephone 5134 Bryant  
143-145 West 45th Street, NEW YORK CITY

Forty-five active accounts, all manufacturers, in good standing, are now receiving the results of our merchandising methods, and over Seven Hundred Cities and towns in the United States are covered by our SELLING SERVICE.

**By our methods, all experimenting, theory, and wasteful procedure, common to the average advertising proposition, is eliminated.**

All facts pertaining to results produced for business equipment devices or office supplies, will be filed for the use of our 37 clients in that field.

**J. W. LINDAU, Jr.**

Gen'l Mgr.

### Novel Forms of Auxiliary Advertising

Names and addresses of manufacturers or distributors of articles mentioned under this heading will be gladly supplied to **PRINTERS' INK** readers if correspondence is addressed to The Auxiliary Advertising Department, Printers' Ink Publishing Co., 12 West 31st St., New York.

A flat metal model of a safe, bearing the name of the institution, has been sent out by a New Jersey bank to depositors. Attached to the safe is a chain, one end of which is held in place by a clasp. When released keys can be strung upon it, and thus make a serviceable pocket piece. Although not done in this instance, it is practicable to number the pieces serially, enabling the bank to trace the owner in case of loss, through records made at the time of distribution. This idea has also been used to exploit trademarks and articles suitable for representation in this manner.

Aluminum "lucky" pocket pieces are now to be had in many forms besides the familiar one holding a one-cent piece. The most popular seems to be the one with a magnifying glass substituted for the coin.

Another form of key-chain will serve many advertisers' purposes with considerably less expense. The chain, which is of the flat link style, is fastened to a plain metal tag, bearing a serial number for identification purposes. Keys are attached by opening a specially patented catch and closing it over the chain.

Pocket blotters, with celluloid covers, are somewhat unusual forms of advertising. These are about three by two and fit comfortably into memorandum books, check books, etc.

The Shawnee Fire Insurance Company is displaying through its agents large embossed metal reproductions of the Indian head which serves as a trade-mark. The signs are oval in shape, being approximately fifteen inches deep, and are finished in bronze paint. It is claimed these signs are the largest ever stamped out of a single sheet of metal.

Personal advertising has been carried out to a fine point by mailing to customers and prospects hand blotters fitted with celluloid covers, on which is printed the full name of the recipient. A similar method has been followed with pens, pencils, etc.

"Yours For Keeps," is a phrase suggested by a **PRINTERS' INK** reader for some savings institution, to use on banks given out to depositors.

Publishers or advertisers offering premiums will find cereal cookers very acceptable. One which has been sent to **PRINTERS' INK** is of aluminum and in three parts. The whole stands about five inches high and is nine inches in diameter. The cereal is placed in the middle dish, which in turn rests on the rim of the lower part of the cooker. Between the two is space for the boiling water. The cover is fitted with two black wood handles. The manufacturer guarantees these cookers for ten years.

A departure from the usual in paper cutters has been created in the shape of a dagger, some ten inches in length. The hilt and crossbar are of gun metal with an ornamental end piece, while the blade is of nickel. The rather wide crossbar allows space for the advertiser's name and address.

Advertising fans are being used by many advertisers, principally at conventions, meetings, or for general distribution through the trade consumers. They are particularly acceptable at the present time, with warm weather just starting.

Desk fittings of porcelain make excellent advertising novelties in many ways. There are inkwells of various sizes and shapes, and combination pin trays and pen racks. A rather unusual form is to be had in a short grooved slab of porcelain with a shaped handle to serve as a pencil sharpener. The latter has the advantage of cleanliness over the ordinary sandpaper affair in common use by artists, and at the same time its weight enables it to answer the purpose of a paper-weight.

The Department of the Interior, U. S. Geological Survey, is using these to some extent.

The Pitcairn Varnish Company, in giving out the always acceptable rulers as novelties, has made a departure from the ordinary by using flexible wood strips, fitted with metal edges. The latter protrude a little, thus answering the purpose of the thick ruler, while having the advantage of being much less bulky.

Small hand mirrors in brass frames can be used effectively in supplementary advertising. The mirror, which is circular, is set in a rim fitted with a handle, such as come in the usual bureau sets.

The Packard Motor Car Company is distributing very handsome gold-plated watch fobs through its agents in various cities. The face of the fob, which is of a unique shape, bears in embossed red and white enamel and gold, the triangular trade-mark of the company, with the inscription "Ask the man who owns one." The fob is fitted with a black leather strap.

The reverse side is stamped in raised letters "Compliments of the \_\_\_\_\_ Company," giving the name of the local agent.

The White Company is also sending out a similar fob in a like manner.

BLANC  
"ED

Frank  
known,  
also in  
chaired  
Publish  
editor, a  
ago. M  
ble succ  
the Tw  
which h  
years, a  
are in  
London  
recently  
was orig  
Blancha

A Y  
Ca

He is 2  
working

He has  
store; a  
a small  
a staff-  
technica  
ent adv  
is not  
His tra  
the Mid

He has  
to meet  
tailers,  
salers.  
antly; i  
with sim  
any exc  
sonal sa

He has  
idea of t  
papers, r  
billboard  
less exp  
writing  
cept bill

He is  
about ad

Some of  
been kno



# BLANCHARD BUYS INTEREST IN "EDITOR AND PUBLISHER"

Frank Leroy Blanchard, who is well known, not only in journalism, but also in advertising circles, has purchased an interest in the *Editor and Publisher* and becomes its managing editor, a position he held some years ago. Mr. Blanchard has made a notable success of the advertising course at the Twenty-third Street Y. M. C. A., which he has conducted for several years, and his services as a lecturer are in constant demand. The New London (Conn.) advertising campaign recently described in *PRINTERS' INK* was originated and handled by Mr. Blanchard.

# MASSENGALE AGENCY CELEBRATES FIFTEENTH BIRTHDAY

St. Elmo Massengale has just celebrated the fifteenth anniversary of the establishment of his advertising agency in Atlanta. He states that he has over 500 open accounts on his books, and while many of them are as yet small, they are in process of being developed into important national advertisers. For example, the Coca Cola account, the first year it was placed through the Massengale Agency, amounted to only \$3,000. Mr. Massengale started in the advertising business as representative of a list of Southern religious papers.

# A Young Man's Advertisement to California Business Executives

He is 25 years old, and has been working 9 years.

He has been a clerk in a small store; an advertising solicitor on a small daily and on a large daily; a staff-member of several large technical journals; an independent advertisement writer. (This is not a chronological record.) His training has largely been in the Middle West.

He has had unusual opportunity to meet men of all caliber—retailers, manufacturers, wholesalers. He meets people pleasantly; impresses them—at least—with sincerity; but has doubt of any exceptional ability as a personal salesman.

He has (or *thinks* he has) a clear idea of the relative value of newspapers, magazines, street cars and billboards; and has had more or less experience in planning and writing copy for all media, except billboards.

He is intelligently enthusiastic about advertising.

Some of his rough edges have been knocked off.

He has written insincere and careless copy; has handled a prospect with poor judgment, has sometimes failed to *try* to do his hundred per cent.

He has not always got what he's gone after.

On the other hand, he is loyal, absolutely straight and analytical enough to realize some of his limitations.

There are very good reasons why he wants to make California his permanent home, if that is advisable. He has an interesting position, but there are good reasons why he is looking for *the* opportunity.

He doesn't believe this opportunity is necessarily along straight advertising lines. Rather, he is looking for something that may be a trifle too big for his present development; a chance so clean and so interesting that he'll have to work like *Sam Hill* to hold the job.

He is not interested in less than \$3,000 a year.

Address: P. O. Box No. 134, Berkeley, California.

# Feister-Owen Press

Philadelphia Milwaukee

SPECIAL EQUIPMENT

FOR PRINTING

Almanacs  
Booklets  
Catalogs  
Circulars

IN

## Large Editions

PROCESS COLOR WORK

AND LITHOGRAPHY

Inquire about our Distribution  
and Sampling Service

## WANTED CIRCULATION MANAGER

The leading paper in one of the best Southern States, in a city of the 150,000 class—wants a Circulation Manager big enough and strong enough to take hold and make an immediate success. Splendid opportunity, unexcelled prospects, permanent berth. The paper completely dominates its field. A chance for the right man to make a wonderful record.

Full and confidential information should be mailed at once. Address "N 88," care PRINTERS' INK.

## AT LAST AN ADVERTISED STRAW HAT

The really advertisable straw hat—straight straw, not Panama—has arrived. It is the Mallory Cravenette, made by E. A. Mallory & Sons, New York, who are taking back covers in May to launch their campaign. It will be probably the largest straw hat advertisement ever published.

Straw hat advertising has been done before, but in a very limited way. Straw hats have been so much alike that manufacturers have been content to advertise merely their name and trademark.

But a hat that can stand showers and dampness, that can be sponged clean without harm possesses a distinctive feature that lends itself to exploitation. This quality in the hats is made possible by the Cravenette process. The Mallory Cravenette felt hats were so successful that the house took up this further matter with the Priestley Cravenetting Company of England, and the rain-proof straw hat is the result.

It was tried out in a small way last season, but not advertised. The quick development of competition has hastened the advertising campaign, which is being handled by the George Batten Company, New York.

"Sex and Class Differences in Response to Advertisements" was discussed recently by Dr. E. K. Strong, Jr., in one of the free lectures given by the City of New York as a part of the section on anthropology and psychology in conjunction with the New York branch, American Psychological Association.

Prof. Willard G. Bleyer, head of the course in journalism at the University of Wisconsin, was appointed secretary of the National Association of Teachers of Journalism, which recently held its second annual conference at Columbia, Mo.

The Town Development Company, of Chicago, has been incorporated with a capital of \$25,000, for publishing and advertising, by Lewis D. Sampson, Helen C. Sampson and Kathleen McNally.

The Cleveland Advertising Club was addressed on May 5 by W. G. Rose, of the Cleveland Auditorium Association, who spoke on "Enthusiasm in Advertising."

TR

"T  
osing  
Chica  
mark  
mag  
In gr  
tinct  
Ad  
the l  
essf  
addre  
North  
man,  
He sa  
analy  
with  
jeat c  
"A  
witho  
teing  
plste  
"Ev  
the a  
He sh  
the m  
trying  
things  
Dig d  
dise.  
"Ad  
practic  
ify ad  
laid do  
taste,  
set fo  
can be  
novel  
had a  
ences.  
must d  
Geor  
manufa  
vice-pro  
Grand  
ers.  
Elbe  
speak a

JOI

Two  
the R  
Agency  
who wi  
represen  
and Mi  
advertis  
tional  
Scranto  
the Str  
pany, o  
Mr. L  
in the  
ducted  
Boston,  
second  
Clure's  
Mr. M  
identifie  
with ne  
Philadel

The f  
elected  
Newspap  
Danville,  
ton, S.  
Pau. Mo  
Farmers'

## TRADE-MARK OUR SOLUTION

"The solution of many of our advertising troubles," thinks Glen Buck, of Chicago, "will be found in the trade-mark. The trade-mark speaks all languages, because it speaks to the eye. It grows out of the business, it is distinctive, and explanatory."

Advertising that does not grow out of the business is not 100 per cent successful, maintained Mr. Buck, who was addressing the Ad-Sell League of Northern Indiana and Southern Michigan, in South Bend, Ind., April 28. He said the business is not well enough analyzed, and asserted a copy writer with a too great ignorance of his subject cannot write forcibly.

"A large portion of advertising is without roots. There is too much plastering advertising on a business, like plastering a poster on a wall.

"Every advertising man should know the article about which he is writing. He should be interested and understand the merchandise. He should be ever trying to learn new things about old things and new things about new things. Dig deep in your analysis of merchandise.

"Advertising is not a science as we practice it," he said. "You cannot codify advertising. No set of rules can be laid down for advertising, because good taste, art, etc., cannot be limited by set forms. No successful advertising can be done by rule, as no successful novel can be written by rule. We have had an overdose of 'swapped' experiences. It is our own eyes that we must develop and use."

George Landis Wilson, a Chicago manufacturer, and Fred C. Fletcher, vice-president of the Cargill Company, Grand Rapids, Mich., were other speakers.

Elbert Hubbard was scheduled to speak at the League dinner May 7.

## JOIN THE FOLEY AGENCY

Two recent additions to the staff of the Richard A. Foley Advertising Agency comprise John H. McMurtrie, who will act in the capacity of general representative and trade investigator; and Milton M. Bitter, formerly of the advertising department of the International Correspondence Schools of Scranton, Pa., and of the copy staff of the Street Railway Advertising Company, of New York City.

Mr. Bitter won the \$100 cash prize in the advertising writing contest conducted by *Profitable Advertising*, of Boston, several years ago, and also won second prize in the contest by *McClure's Magazine*.

Mr. McMurtrie has been prominently identified for the past twelve years with newspaper and agency work in Philadelphia.

The following publications have been elected to membership of the American Newspaper Publishers' Association: Danville, Ill., *Commercial-News*, Charleston, S. C., *Evening Post*, Allentown, Pa., *Morning Call*, Chicago, Ill., *Daily Farmers' and Drovers' Journal*.

## Ask Miss T. Writer

3-In-One goes right into the heart of all typewriter friction points, compelling smooth, easy work. Can't gum or clog as heavy oils do. 3-In-One prevents repair bills and adds years of service.

A few drops of 3-In-One on a soft cloth cleans and polishes typewriter cases and cabinets—absolutely prevents rust or tarnish on metal surfaces. Costs half what ordinary "typewriter oils" do, and does twice their work.

10c-25c (3 oz.)—50c (1 pint).

Write for generous free sample and Dictionary today.

3-IN-ONE OIL CO.,  
12 Broadway, New York

SPECIAL  
AGENTS  
WANTED

A publishing company is suing morning and afternoon newspapers and controlling the advertising in a string of country newspapers desires representation in New York and Chicago by a live and reliable special agent. The morning newspaper has a circulation of 10,000 and the afternoon a circulation of 30,000. Sworn statements of circulation furnished.

Write with references to "Williams," care of PRINTERS' INK.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager. Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 110 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.  
WALDO P. WARREN, Managing Editor.

New York, May 11, 1911.

## The Book Value of Good Will

An investigation by PRINTERS' INK of the financial statements of some prominent advertising corporations reveals an interesting situation regarding the methods of charging up on the books the items of good will and trade-marks. No hard-and-fast conclusions can be drawn. In fact, there seems to be a wide variance of opinion as to how far a business concern may go in placing a tangible valuation on an intangible thing. Some of the strongest firms, possessing trade-marks undoubtedly worth millions, do not carry on their balance sheets any items whatever covering good will, trade-marks or patents. On the other hand, concerns not nearly so well established make a brave showing among their assets of these matters.

The Diamond Match Company has been carrying on its books a valuation of \$5,000,000 for "patent rights, trade-marks, etc." Finding itself now in a stronger finan-

cial position, it has just charged off a cool million on this account, bringing the item down to \$4,000,000. Here are some other interesting comparisons (note the variation in form of stating the matter):

SHREDDED WHEAT Co.	
Patents, good will, etc.....	\$8,566,718
W. L. DOUGLAS SHOE Co.	
Good will .....	933,033
NATIONAL CASKET Co.	
Patent rights, good will and trade-marks .....	1,895,166
QUAKER OATS Co.	
Real estate, plants, trade-marks, good will, etc.....	10,717,381
HERRING-HALL-MARVIN SAFE Co.	
Patents, trade-marks, etc.....	92,060
AMERICAN PIANO Co. (CHICKERING, KNABE, ETC.).	
Patents, trade-marks and good will .....	3,658,498

The most astonishing statement of all is that of the Victor Talking Machine Company. At how much would a board of advertising experts assess the Victor dog listening to "His Master's Voice"? Well, the Victor company takes the dog, all the other trade-marks, the good will, even the patents, and puts them down at—now be prepared for a sum large enough to take your breath away—the magnificent total of *two dollars!* This is, of course, a little joke in bookkeeping. It is equivalent to saying, "No, we have not forgotten these valuable possessions but we are so strongly intrenched that we can afford to pass them by when making up financial statements."

This whole question of the book value of good will is a big subject and will stand unlimited thought and analysis. For instance, it was a vital point in the railroads' contention for increase of rates. A railroad is worth something more than what it has invested in steel rails, right of way and rolling stock. That "something" corresponds to the good will of an industrial concern. The exact amount at which it shall be carried on the books admits of a wide difference of opinion. A controlling factor must necessarily be the size of the dividends. A business which is being run at a loss may be said to have little or no good will. A big department store in New

You  
bro  
mer  
The  
per  
w  
sive  
it h  
with  
less  
tho

your  
and  
verti

Lea  
the  
ers

vertis  
cation  
tee th  
with  
hardl  
come  
point  
paper  
tion.  
to lig  
ing co  
in wh  
that l  
allowe  
York  
tan, i  
letter  
"The  
tiseme  
tions  
abund  
sonally  
profita  
you m  
This  
lication  
others  
ing th  
reliabil  
At the  
tiser o  
of his  
the app  
even th  
would c  
lishers  
picking  
from th  
offered

York was sold the other day. It brought only the actual value of merchandise in stock and fixtures. The good will brought not a penny. Although the name was well known and had been extensively advertised for many years, it had come into such disrepute with the public that it was worth less than nothing and had to be thrown into the discards.

---

PRINTERS' INK says:

*Everything well done about your business is good advertising; and everything poorly done is advertising backwards.*

---

### **Leaning on the Publishers' O. K.**

It has always been considered that the appearance of an advertisement in a high-class publication is something of a guarantee that it is safe to do business with the advertiser, but it was hardly supposed the day would come when an advertiser would point to his advertisement in the paper as his chief recommendation. The *Financial World* brings to light a letter from a gas lighting company with stock for sale, in which the direct appeal is made that because its advertisement is *allowed* to appear in the *New York Times* and the *Cosmopolitan*, it is a safe investment. The letter says:

"The very fact that our advertisement is appearing in publications of such high character is *abundant assurance to you, personally, as to the safety and profitableness of any investment you may make with us.*"

This will bring home to the publications mentioned as well as others the importance of assuring themselves of the general reliability of a financial advertiser. At the same time, for the advertiser to make the bare acceptance of his advertisement the *basis of the appeal* is a little more than even the most careful publisher would care to stand for. If publishers were such past masters at picking out profitable investments from the advertisements that are offered them they would be able

to place their own money in such an advantageous way that they would soon cease to be publishers—the lure of gold in other directions would be too strong for them.

---

PRINTERS' INK says:

*Advertising copy produced under the pressure of closing dates may be an inspiration—but you can't count on it.*

---

### **English as She is Advertised**

Someone has aptly said that the writing that can bring the dollar is greater than the writing that can bring the tear. But how a true Oxonian must shudder at such a sentiment! According to the British PRINTERS' INK, which has moderated its pace to a monthly, English advertisers of the old type are working themselves up into quite a state of mind over good language and its "perversion" into "Americanese." The *Saturday Review*, which so loves all things American, is reported to be preparing a scathing denunciation of this latest menace to "English as she is spoke and writ" over there. It's got so far that long letters, written in the very best De Quincian English, are appearing in that "first-alarm" medium, the *Times*.

One bold commentator ventured the opinion that Americanese is gaining ground as a handy advertising tool, because it is efficient. It is brief, pithy, and image-conveying. Moreover, it is economical of space, and space in England, as elsewhere, is charged at so much a line. It is understood by the middle class, and even the Cockney, and in England, as elsewhere, one man's shilling is as good as another's. In fact, sometimes it is better, for the high-flown English of the *Saturday Review* type, full of classical references and skilled shadings of expression, is appreciated mainly by the born-and-bred gentleman, preferably a graduate of Oxford or Cambridge. 'Tis true, 'tis pity, that Americanese hits the bull's-

eye of popular understanding, and the Addisonian style doesn't.

Americanese, in other words, has a dollar-stirring capacity. It's money jostling—it jostles the cash from the reader's pocket into the cash register of the advertiser. Advertising is excuseless unless it has this coin-dislodging power. But advertising has no traditions to maintain, and is pestered with the necessity of getting action. It can't rest on the applause of a few critics or a cult—it must touch thousands. If Johnsonese fails to fill the store or to run up manufacturers' orders, it must give way to Americanese or some other "ese."

Henry James is one American writer whose language wins the approval of English critics. Suppose he were engaged as advertising manager of a typical American house, let us say Rogers, Peet & Co., of New York. The present advertising manager writes as follows, after having put a funny picture at the top that would plunge an English gentleman into deep artistic despair:

Who wants our advertising man?

Our name is a good one to hook up with, Mr. Clothier. For many years it has stood for quality, style and fair dealing in the minds of tens of thousands of keen-witted men.

Write if you're interested.

This is Americanese, the kind whose invasion they are resisting in England. Henry James, the English-favored, would write this ad—beg pardon, advertisement—somewhat in this manner:

Who desires the presence, having ascertained a need which his business experience shows him is legitimate beyond cavil—and we ask the question in all deference to the discernment of the shopkeeper—of the representative who represents us in a commercial capacity in the city of New York and the provinces—who, we ask, feels the need of putting us in possession of his mercantile deficiencies through this commercial intermediary?

The name of this famous house, representing, as it does, the practices of many years, which have crystallized themselves into a consistent ideal of our duty as a retailing wholesaler toward our honorable clients—and we believe we are not making too ambitious a claim, to verge upon the vulgar terminology, in stating that our history is one to entitle us to the esteemed consideration of our contemporaneous tradesmen—is not without merit when associated with your own local enter-

prises. We would not be averse to any action which you might take that would associate your business identification with ours. We believe such a juxtaposition of names would not be without benefit to you, we assert in all respect to your standing and reputation.

If advertising is to be measured by its lack of sleep-inducing qualities, we must say that the outlook for Americanese in England is pretty bright.

PRINTERS' INK says:

*You can't gauge the size of an advertising man by the length of time he allows you to enjoy the luxury of the reception room—unless by inverse ratio.*

### **Texts for Efficiency Sermons**

One of the principles of "efficiency" — that "new gospel" that is being preached to the commercial heathen in the benighted Land of Nod, otherwise known as the land of dozing self-satisfaction with the "way-we-always-did-it," is the plan of setting up "standard ideals" and measuring everything by those standards. John Wanamaker has written "Nine Rules for Honest Merchandising," which are as follows:

Trustworthy merchandise sold at actual value.

True advertisement and salesmanship. No sale settled to stay a sale until buyer cared to have it so.

Goods returnable for cash refunding. One price rigidly and that the lowest, marked in plain figures.

The customer should take the goods at the price named, or leave them.

Genuine labels on goods, and whenever possible indicating character of component parts.

A new sense of relations between customer and storekeeper giving perfect freedom to the visitor without obligation to purchase.

A recognition of a duty to an employee beyond the mere payment of wages.

No one would claim that Mr. Wanamaker has a monopoly on these worthy ideals, but whoever formulates such standards and backs them up by his example renders a service not only to his own business but to the business world generally. It would be interesting and useful to see formulated the ideal relations between advertisers, agencies and publications.

## THE RESPONSIBILITY of the RETAILER to the GENERAL ADVERTISER

**T**HIS is the subject of an address delivered before the Springfield Publicity Club by M. L. Wilson, of the Blackman-Ross Company. It covers the following topics:

<i>Why the Retailer Is Responsible.</i>	<i>How Price-Cutting Kills.</i>
<i>Faults of the Buyer.</i>	<i>How the Merchant Can Help.</i>
<i>Why Sell Advertised Goods?</i>	<i>How the Retailer Can Get the Benefit of National Advertising.</i>
<i>The Problem of Price-Cutting.</i>	

This address is especially timely owing to a recent adverse court decision on price restriction. It treats the subject of the retailer's responsibility from the viewpoint of modern merchandising.

We have issued it in pamphlet form merely for "the good of the cause." It will do any manufacturer good to read it. It will also do him good to have his trade read it.

Supplied in any quantity at cost of manufacture. Sample copy sent on request.

**BLACKMAN-ROSS COMPANY**

General Advertising Agents

10 EAST 33d STREET, NEW YORK CITY

## A Change in Publication Date and What It Means to You

Beginning with the July number, The World's Work will be published on the 24th of the month preceding date of publication. This means an addition, we are confident, of many thousands to the news-stand sales.

## Increased News-stand Sales Mean New Blood in the Circulation

By sending in copy before May 31st for the first form and June 5th for the final forms of July World's Work, you will help yourself to a lot of extra new blood news-stand circulation. And it costs you nothing at all.

**The World's Work net news-stand sales have doubled through steady growth**

**Doubleday Page & Co.**  
Garden City and New York

BOSTON

CHICAGO

ADVE

EX

Ever  
K. vi  
C. sn  
M. C  
M. u  
S. u  
A. u  
C. a  
W. o  
S. o  
H. o  
H. o  
P. a  
-Cen  
Curre  
Unle  
Surre  
Red  
Argon  
Pear  
Colom  
Atlant  
Ameri  
Theat  
Ainsle  
World  
All St  
Overla  
Metrop  
Strand  
Boys'  
Blue B  
Lippin  
St. Nic  
Smart  
Philist

VOLUM

(Exclu

Vogue  
Ladies'  
Woman  
Good H  
Helina  
Woman  
Design  
McCall  
Canada  
Modern  
Ladies'  
Pictoria  
Housek  
Woman  
People's  
Harper's  
Housew  
Dressma  
Every W

VOLUME

MONT

(Exclus  
Motor (c  
Country  
Motor Bo  
System...  
Maclean  
Suburban  
Outing...  
Field & S  
House an  
House Be



## MAY MAGAZINES

ADVERTISING IN THE LEADING MONTHLY  
MAGAZINES FOR MAY

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's.....	186	41,776
Review of Reviews.....	147	33,112
Cosmopolitan.....	143	32,144
McClure's.....	138	30,420
Money's.....	125	28,140
Sunset.....	120	26,992
American.....	111	25,032
Canadian.....	111	24,864
World's Work.....	105	23,618
Schöner's.....	101	22,820
Harper's.....	92	20,664
Hampton's.....	89	20,104
Pacific.....	86	19,376
Century.....	84	18,876
Current Literature.....	67	15,074
Uncle Remus's (cols.).....	72	13,702
Success (cols.).....	77	12,936
Red Book.....	67	12,768
Argosy.....	53	11,998
Pearson's.....	52	11,677
Columbian.....	45	10,252
Atlantic.....	45	10,108
American Boy (cols.).....	47	9,420
Theatre (cols.).....	55	9,317
Ainslee's.....	39	8,794
World To-Day.....	38	8,668
All Story.....	36	8,218
Overland.....	34	7,728
Metropolitan.....	33	7,462
Strand.....	26	5,880
Boys' Magazine (cols.).....	31	5,609
Blue Book.....	24	5,376
Lippincott's.....	22	5,140
St. Nicholas.....	18	4,088
Smart Set.....	8	1,960
Philistine.....	20	1,215

VOLUME OF ADVERTISING IN LEADING  
WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

Vogue (cols.).....	433	67,626
Ladies' Home Journal (cols.).....	176	35,390
Woman's Home Comp'n (cols.).....	161	32,123
Good Housekeeping Magazine.....	126	25,404
Delicater (cols.).....	129	25,920
Woman's New Idea (cols.).....	116	23,290
Designer (cols.).....	116	23,200
McCall's (cols.).....	119	15,946
Canadian Home Journal (cols.).....	81	15,893
Modern Priscilla (cols.).....	94	15,848
Ladies' World (cols.).....	75	15,067
Pictorial Review (cols.).....	75	15,000
Housekeeper (cols.).....	68	13,600
Woman's World (cols.).....	72	12,710
People's Home Journal (cols.).....	49	9,680
Harper's Bazar (cols.).....	40	8,035
Housewife (cols.).....	39	7,945
Dreemaking At Home (cols.).....	25	5,050
Every Woman's (cols.).....	21	4,249

VOLUME OF ADVERTISING IN LEADING  
MONTHLY MAGAZINES CARRYING  
GENERAL AND CLASS  
ADVERTISING

(Exclusive of Publishers' own advertising)

Motor (cols.).....	478	80,388
Country Life in America (cols.).....	305	51,310
Motor Boating (cols.).....	229	38,556
System.....	128	28,672
Maclean's.....	114	25,020
Suburban Life (cols.).....	132	22,478
Outing.....	82	18,480
Field & Stream.....	70	15,776
House and Garden (cols.).....	111	15,607
House Beautiful (cols.).....	104	14,399

To ADVERTISING  
AGENTS  
and MANAGERS  
WHO SELL  
MOTOR TRUCKS

THESE 15 manufacturers are advertising their Trucks, Delivery Wagons and Utility Cars in SYSTEM:

Alden-Sampson Mfg. Co.  
American Locomotive Co.  
Anderson Carriage Co.  
Atlas Motor Car Co.  
Autocar Co.  
Chase Motor Truck Co.  
General Vehicle Co.  
Grabowsky Power Wagon Co.  
Gramm Motor Car Co.  
Kelley Motor Truck Co.  
C. W. Kelley Co.  
Kissell Motor Car Co.  
Maxwell-Briscoe Co.  
Rapid Motor Vehicle Co.  
Schacht Motor Car Co.

THROUGH SYSTEM they are reaching the executive heads—the purchasing power—of over 100,000 different American Manufacturing, Wholesaling, and Retailing establishments, large enough to use Motor Trucks, and progressive enough to be interested in, and influenced by, Motor Truck advertising.

Here are some of their statements of the results SYSTEM is producing:

"One SYSTEM inquiry looks better to us than three or four from any other publication."

"SYSTEM in my opinion is a first class advertising medium for our company."

"SYSTEM has brought us more inquiries than any other three journals combined."

"We consider SYSTEM the best medium in the field for Delivery or Commercial Truck inquiries."

"For Truck and Passenger Wagon advertising, SYSTEM is at the top of our list, both in inquiries and sales."

Garden (cols.).....	98	13,788
International Studio (cols.)....	94	13,265
Business and Book-Keeper.....	51	11,604
Popular Electricity.....	50	11,256
Recreation (cols.).....	66	11,200
Outer's Book.....	47	10,584
Craftsman.....	46	10,346
Am. Homes and Gardens (cols.)..	57	9,696
Technical World.....	40	9,128
Outdoor Life.....	39	8,749
Travel (cols.).....	62	8,746
Arts & Decoration (cols.).....	50	7,900

#### VOLUME OF ADVERTISING IN LEADING WEEKLIES FOR APRIL

(Exclusive of Publishers' own advertising)

April 1-7:	Cols.	Agate Lines
Saturday Evening Post.....	168	28,560
Town and Country.....	163	27,496
Life.....	111	15,629
Leslie's.....	71	14,200
Collier's.....	61	11,669
Literary Digest.....	82	11,450
Canadian Century.....	57	10,968
Independent (pages).....	33	7,392
Christian Herald.....	42	7,140
Associated Sunday Magazines..	36	6,625
Canadian Courier.....	34	6,401
Outlook (pages).....	27	6,230
Churchman.....	33	5,283
Illustrated Sunday Magazine...	18	3,301
Youth's Companion.....	12	2,540
Scientific American.....	11	2,280

#### April 8-14:

Saturday Evening Post.....	165	28,050
Collier's.....	89	16,911
Independent (pages).....	60	13,440
Literary Digest.....	71	10,072
Town and Country.....	57	9,587
Canadian Century.....	49	9,310
Life.....	50	7,056
Canadian Courier.....	39	6,940
Outlook (pages).....	28	6,272
Associated Sunday Magazines..	31	5,697
Youth's Companion.....	28	5,600
Leslie's.....	25	5,600
Churchman.....	29	4,640
Christian Herald.....	25	4,290
Illustrated Sunday Magazine...	20	3,766
Scientific American.....	9	1,820

#### April 15-21

Saturday Evening Post.....	186	31,620
Town and Country.....	154	25,872
Collier's.....	97	18,430
Literary Digest.....	73	10,281
Canadian Courier.....	53	9,642
Canadian Century.....	49	9,386
Life.....	62	8,877
Scientific American.....	28	7,700
Churchman.....	41	6,620
Outlook (pages).....	24	5,376
Leslie's.....	25	5,021
Associated Sunday Magazines..	25	4,571
Christian Herald.....	26	4,548
Illustrated Sunday Magazine...	19	3,547
Independent (pages).....	15	3,528
Youth's Companion.....	7	1,440

#### April 22-28:

Outlook (pages).....	123	27,734
Town and Country.....	152	25,601
Saturday Evening Post.....	144	24,480
Collier's.....	88	16,720
Literary Digest.....	92	12,909
Canadian Courier.....	54	9,800
Canadian Century.....	47	9,078
Leslie's.....	30	6,030
Life.....	33	4,636
Associated Sunday Magazines..	25	4,619
Christian Herald.....	24	4,140
Illustrated Sunday Magazine...	19	3,420
Churchman.....	19	3,180
Independent (pages).....	11	2,632
Scientific American.....	10	2,144
Youth's Companion.....	9	1,960

#### April 29-30.

Saturday Evening Post.....	149	25,330
Collier's.....	53	10,070
Canadian Century.....	47	9,005
Town and Country.....	52	8,895
Literary Digest.....	60	8,177
Canadian Courier.....	40	7,330
Associated Sunday Magazines..	26	4,779
Outlook (pages).....	19	4,427
Churchman.....	20	3,316
Illustrated Sunday Magazine...	17	3,150
Scientific American.....	11	2,356

#### Totals for April

Saturday Evening Post.....	138,040
Town and Country.....	97,451
Collier's.....	73,000
Literary Digest.....	53,219
Outlook.....	50,539
Canadian Century.....	47,407
Canadian Courier.....	40,113
* Life.....	36,198
* Leslie's.....	30,851
* Independent.....	26,592
Associated Sunday Magazines	26,291
Churchman.....	22,839
* Christian Herald.....	20,118
Illustrated Sunday Magazine...	17,184
Scientific American.....	16,203
* Youth's Companion.....	11,530

#### \* 4 Issues.

#### RECAPITULATION OF LEADERS IN MONTHLY CLASSIFICATIONS

1. Motor (cols.).....	478	80,388
2. Vogue (cols.).....	433	67,626
3. Country Life in America (cols)	305	51,310
4. Everybody's.....	186	41,776
5. Motor Boating (cols.).....	229	38,556
6. Ladies' Home Journal (cols)...	176	35,300
7. Review of Reviews.....	147	33,112
8. Cosmopolitan.....	143	32,144
9. Woman's Home Com (cols)...	161	32,125
10. McClure's.....	135	30,420
11. System.....	128	28,672
12. Good Housekeeping Magazine	126	28,404
13. Munsey's.....	125	28,140
14. Sunset.....	120	26,992
15. Delineator (cols.).....	129	25,900
16. MacLean's.....	114	25,620
17. American.....	111	25,032
18. Canadian.....	111	24,864
19. World's Work.....	105	23,616
20. Woman's New Idea (cols)...	116	23,290
21. Designer (cols).....	116	23,700
22. Scribner's.....	101	22,820
23. Suburban Life (cols.).....	132	22,478
24. Harper's.....	92	20,664
25. Hampton's.....	89	20,104

How to secure the co-operation of the retail dealer in connection with national advertising was discussed by L. H. Martin, director of sales and publicity of the Globe-Wernicke Company, of Cincinnati, at the regular weekly luncheon of the Advertisers' Club of Milwaukee, May 3.

In the article "Tryout Campaigns in Dailies as a Starting Point," the Light-foot-Schultz Company was referred to as a Boston concern, and its product as a combination shaving soap and brush. This should have read New York and the product should have been designated as a shaving stick and holder.

James L. Stack, of the Stack-Parker Advertising Agency, of Chicago, has been elected a director of the Booth Fisheries Company.

I know that Cosmopolitan is showing from month to month the largest increase in News-stand sales of all magazines published.

I am so positive in this statement that I challenge any other publication to show its books, as we will ours.

Just as an eye opener; ask your newsdealer concerning his sales of all magazines.

## TO ADVERTISERS:

A good man to ask about Cosmopolitan, is the manufacturer who is now using its advertising columns. His results show the overplus of service that Cosmopolitan is giving.

*Henry D. Wilson,*  
*Advertising Manager.*

# COSMOPOLITAN

381 Fourth Avenue,  
New York City.

Rate:  
\$500.00 a page  
pro rata to 7 lines

# "PRINTERS' INK'S" FOUR-YEAR RECORD OF MAY ADVERTISING

	1911	1910	1909	1908	Four Year Total
<i>Everybody's</i> .....	41,776	36,960	43,344	31,136	153,216
<i>McClure's</i> .....	30,420	29,120	35,542	28,322	123,404
<i>Cosmopolitan</i> .....	32,144	30,294	29,802	25,400	117,640
<i>Review of Reviews</i> .....	33,112	27,440	28,926	23,296	112,774
<i>Munsey's</i> .....	28,140	27,930	30,618	25,536	112,224
<i>American</i> .....	25,032	25,112	27,608	21,966	102,718
<i>Sunset</i> .....	26,992	23,632	23,856	21,262	95,742
<i>Scribner's</i> .....	22,820	32,361	22,026	18,088	95,295
<i>World's Work</i> .....	23,618	26,278	29,020	16,352	95,268
<i>Century</i> .....	18,876	20,678	19,632	18,424	77,610
<i>Harper's</i> .....	20,664	19,936	17,304	15,228	76,132
<i>Pacific</i> .....	19,376	19,901	21,007	15,484	75,768
<i>Hampton's</i> .....	20,104	25,890	16,458	6,594	69,046
<i>Success</i> .....	12,936	18,100	15,435	13,451	59,922
<i>Red Book</i> .....	12,768	13,440	14,784	11,648	52,640
<i>Uncle Remus's</i> .....	13,702	11,530	11,824	14,175	51,231
<i>Argosy</i> .....	11,998	13,832	12,096	9,060	46,986
<i>Pearson's</i> .....	11,677	11,812	8,088	11,144	42,721
<i>Current Literature</i> .....	15,074	10,080	10,304	6,944	42,402
<i>Atlantic</i> .....	10,108	11,592	11,928	6,888	40,516
<i>Theatre</i> .....	9,317	17,084	7,560	6,448	40,409
<i>World To-Day</i> .....	8,568	10,192	10,080	9,674	38,514
<i>Ainslee's</i> .....	8,794	7,896	10,976	8,890	36,556
<i>Metropolitan</i> .....	7,462	5,376	8,064	9,478	30,380
<i>All-Story</i> .....	8,218	7,560	6,496	5,628	27,902
<i>Lippincott's</i> .....	5,140	6,174	6,440	7,672	25,426
<i>American Boy</i> .....	9,420	6,525	4,800	4,344	25,089
<i>Strand</i> .....	5,880	5,208	5,152	5,656	21,896
<i>Blue Book</i> .....	5,376	5,376	5,376	4,480	20,608
<i>St. Nicholas</i> .....	4,088	3,808	3,136	3,136	14,168

## WOMEN'S MAGAZINES

<i>Vogue</i> .....	69,626	56,528	40,205	34,839	201,198
<i>Ladies' Home Journal</i> .....	35,300	36,290	34,000	29,000	134,590
<i>Woman's Home Companion</i> .....	32,125	30,200	25,800	21,200	109,325
<i>Good Housekeeping Magazine</i> .....	28,404	27,524	24,808	20,230	100,966
<i>Delineator</i> .....	25,920	21,520	23,200	18,858	89,498
<i>Designer</i> .....	23,200	18,200	18,744	10,458	70,602
<i>New Idea</i> .....	23,290	18,000	18,269	9,058	68,617
<i>Ladies' World</i> .....	15,067	16,667	13,953	12,568	58,255
<i>Pictorial Review</i> .....	15,000	13,600	13,550	11,980	54,130
<i>Modern Priscilla</i> .....	15,848	15,300	11,970	8,944	52,062
<i>McCall's</i> .....	15,946	14,310	11,343	7,798	49,297
<i>Housekeeper</i> .....	13,600	12,870	11,055	11,575	49,100
<i>Harper's Bazar</i> .....	8,035	11,920	11,781	10,948	42,684

## MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING

<i>Motor</i> .....	80,388	68,544	50,404	39,984	239,320
<i>Country Life</i> .....	51,310	49,440	43,222	33,712	177,684
<i>System</i> .....	28,672	31,818	33,722	30,968	124,680
<i>Garden</i> .....	13,788	30,200	25,800	21,200	90,988
<i>Suburban Life</i> .....	22,478	17,100	13,379	14,890	67,847
<i>Outing</i> .....	18,480	15,300	15,379	16,842	66,001
<i>International Studio</i> .....	13,265	28,630	11,520	4,586	57,951
<i>Field and Stream</i> .....	15,776	14,052	14,784	11,116	55,728
<i>House and Garden</i> .....	15,607	10,920	4,510	7,488	38,525
<i>Recreation</i> .....	11,200	9,260	8,428	7,780	36,668
<i>Technical World</i> .....	9,128	8,848	9,469	9,114	36,559

## WEEKLIES (APRIL)

<i>Saturday Evening Post</i> .....	138,040	123,877	93,755	49,027	404,699
<i>Collier's</i> .....	73,800	62,772	52,820	31,378	220,770
<i>Outlook</i> .....	50,039	48,006	54,974	36,736	189,755
<i>Literary Digest</i> .....	58,219	57,205	37,841	19,344	167,609
<i>Life</i> .....	36,189	31,085	22,638	17,570	107,482
	1,456,340	1,413,603	1,249,205	967,935	5,087,083

# The Nile of the West

The world's granary in the Sacramento Valley, California, containing over 4,000,000 fertile acres, is being rapidly transformed by intensive farming into an empire that is destined to excite the wonder of the nations. This intensely interesting story is told by S. Glen Andrus in the May number of Sunset Magazine. The article is beautifully illustrated in four colors. Read it—you will surely be interested and you will understand some of the factors that are bringing Eastern and Western homeseekers by the thousands to this great land of opportunity.

"CHICAGO, April 8th.—Fifty thousand persons carried to the Pacific Coast territory and a great majority of them seeking homes in that country of almost unlimited wealth—such is the record of the spring colonist movement which will be brought to a close tomorrow, according to forecasts made by officials of the Harriman Roads and other lines. It represents a volume of business that smashes all previous totals for this kind of traffic."—Associated Press dispatch, April 9th, 1911.

You must be interested in such a movement as this. If you are an advertiser you must want to reach this empire of wealth—the home of the most prosperous people on earth.

**SUNSET MAGAZINE** has been and is the greatest single publicity factor in producing these astounding results. It reaches more of these Pacific Coast prosperity builders than any other monthly magazine published.

**SUNSET** has 50% more circulation than any other magazine published west of Chicago, and will give you more circulation per \$100 spent in advertising than any other Western periodical.

Write for rates, sworn statement of circulation, or any other information.

New York City, 37 E. 28th St., W. A. Wilson, Manager.  
Chicago, 120 Jackson Blvd., L. L. McCormick, Manager.  
Portland, Ore., Wells-Fargo Bldg., W. Bittle Wells, Manager.  
Los Angeles, Cal., 600 So. Spring St., C. W. Hibbard, Manager.

**HOME OFFICE, San Francisco, Cal. Wm. Woodhead, Business Mgr.**

## The Little Schoolmaster's Classroom

It seems as if everybody in the business world ought to know nowadays that advertising is not a magic art by the exercise of which men may, without knowledge of a business or the application of common-sense methods, mysteriously pluck results from the air.

A man would be put down as a plain fool if he wrote to a bridge engineer and said, "I have a river that I want to bridge; what kind of bridge would you advise?" Everybody realizes that in such an undertaking it would first be necessary for the engineer to investigate conditions, make a thorough survey, then lay out a working plan.

But the advertising man—a business engineer—is often asked questions like this: "I am advertising a furniture business; give me some good ideas." No information about the stock, the size and character of the store, the competition, the territory, the available mediums, and the other important things that should be looked into before definite plans are laid.

Some time ago a man wrote me: "I have the job of exploiting an article known as C——. What would you advise in the way of plans?" His information about the article consisted of just eleven words. I did not know whether it was a machine or a powder, whether it was sold for twelve dollars or twelve cents a pound, whether it was distributed or not. Here was a problem that a conscientious advertising agent would want to look into carefully for a week or so, and yet a young business man thought that an experienced advertiser should be able to answer his question right off!

\* \* \*

Whoever was the author of the idea of giving the advertiser an

elaborate quizzing and then finally submitting a written campaign, the advertising world is greatly indebted to him. A great deal of the present acknowledged enormous waste in advertising could probably be charged justly to the tendency that prevails entirely too generally of going ahead before the advertiser knows "where he is at." There's enough uncertainty in an advertising campaign after you have found out all about a certain situation that you can find out and after you have worked out a comprehensive plan. He who goes ahead haphazard without such investigating and planning merely multiplies the uncertainty.

\* \* \*

"Say, old man, can't we get that business for Blank's Magazine?"

How often we hear such pleas—mere requests for the business because the publisher would like to have it.

Every distinctive publication attracts a certain class of readers. No advertiser knows exactly what class of readers is reached by all of the various established publications. The publisher, his editor, and his advertising man ought to know these things better than anyone else. When they know, they should disseminate the facts for the benefit of the advertising world. The advertising world needs such knowledge in order to reduce loss in the selecting of mediums. The mail-order people are the people to-day who have the best method of knowing when their judgment is good. Even these cannot check with absolute accuracy, but they come close to it. I know of one large concern spending a large annual appropriation that expects to find only one paying medium in every four new ones tried. Exact information as to the class of people reached by a publication is of

(Continued on page 84)

## A GOLDEN OPPORTUNITY

Do you want to advertise in Great Britain or on the Continent? If so, the Managing Director (Mr. V. J. Reveley) of The Erwood Advertising Agency will be in the United States at the end

of this month, and he will be pleased to meet you. All letters making appointments should be addressed to him, care W. R. Jenkins, Esq., 1105, Flatiron Building, New York.

# W. L. ERWOOD, Ltd.

*British, Foreign and Colonial  
Advertising Agents and Experts*

CHIEF OFFICES:

**30, 31 and 32 FLEET STREET, LONDON, ENGLAND**

*Foreign and Colonial Branches*

Telephone: 1193 HOLBORN.

Telegraphic and Cable Address: "BANNINGAD, LONDON."

**Advertising of every description arranged for  
throughout the world**

**SPECIALISTS IN FOREIGN PUBLICITY  
OF ALL KINDS**

Particulars of the Regulations governing Advertising and the Sale of Goods in Russia, Germany, Austria, France, Italy, Spain, Norway, Sweden and the Colonies supplied to *bona fide* enquirers free.

Advertisements prepared in all languages, and Estimates furnished for Newspapers and other advertising media, either British, Foreign or Colonial.

Permissions for the sale of all kinds of Medical Preparations for Russia negotiated.

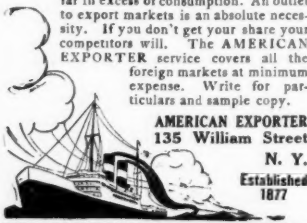
"Nothing succeeds like success."

We succeed where others fail.

Clients for whom we spend many thousands of pounds yearly on British and Foreign Advertising will be pleased to testify to the value of our services.

## Are You Developing Your Export Markets?

There is nothing to-day more important to manufacturers than Foreign Trade. Production is far in excess of consumption. An outlet to export markets is an absolute necessity. If you don't get your share your competitors will. The AMERICAN EXPORTER service covers all the foreign markets at minimum expense. Write for particulars and sample copy.



AMERICAN EXPORTER  
135 William Street  
N. Y.  
Established  
1877

Edw-Edz

Celluloid

### Offer Your Particular Trade Better Guide Cards—Fewer of Them Celluloid Tipped Guides

will outwear six or more sets of ordinary unreinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his Card Index File the well kept appearance it should have. Write for samples.

STANDARD INDEX CARD CO.  
701 to 709 Arch Street, Philadelphia

## Advertisers' Gut Book



### Ideas That Hit the Mark

Unusual illustrations in one and two colors—full of life and action—1,000 catch line suggestions.

Price 25c—and worth it.

Your book is ready.

MOONEY-DICKIE CO.

423 Locust St. St. Louis, Mo.

Newspapers can flash us day or night on

## QUERY WORK

Bang up service. "Gotham Gossip" has them all going. Do you get it?

## NATIONAL NEWS SERVICE

9 East 26th St., New York.

much interest to the advertiser, but he does not get such information from every publisher.

One magazine solicitor recently had a great compliment paid to him by a Pittsburg agency man. "We had made up our list for the pen advertising," said the agency man, "when the magazine man came in. You know how hard it is to get an agency man to change his list when it is made up. Well, this man sat right down and began to picture to me the class of people his magazine reached. He did not knock the other magazines we had on our list; he knew better than to do that. But he drew a graphic picture of the better class of homes in small cities and towns where his magazine is taken as a supplement to the home newspaper. He convinced us that only one other publication and his scored strongly on that field, and he went away with an order for a page in his pocket."

The Hamilton, O., Journal announces the appointment of Messrs. Payne & Young, of New York, as its representatives in the foreign field.

## WANTED

Experienced Advertising  
Agency Solicitor Who  
Has or Can Get \$6,000

I have a gilt edged proposition to offer a young man of that kind, namely, a half interest in an established Middle West Advertising Agency, incorporated for \$10,000 fully paid up with \$2,000 undivided profits. Doing a business of \$150,000 per year and many fine prospects for the future. A live opportunity for a live wire. Address "M. W. R.," Printers' Ink.

## Lincoln Freie Presse

German Weekly

LINCOLN, NEBRASKA

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

CIRCULATION 141,045  
RATE 35 CENTS

144

Your "Ad-  
Jetrts. 1  
"Park Row  
"AD." A



## Classified Advertisements

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleaning the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.,** Equitable Building, St. Louis, Mo.

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER, Charlotte, N. C.,** covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**"CUBA OPPORTUNITIES"**—the only monthly on the island published in both Spanish and English. Circulates on every sugar-estate, tobacco plantation; is read by planters, fruit growers and truckmen, the rich producers and larger consumers of American goods. Subscription, \$1 per annum, 2 years \$1.50. L. MacLean Beers, Editor, Box 1078, Havana

### ADVERTISERS AND PUBLISHERS' NEEDS

We supply statistics, complete information on special topics, old or new photographs and illustrations, prints, newspaper clippings, magazine articles, or details requiring research. Material on any subject is available in our files and records covering nearly a century and added to daily. Write us in detail concerning your needs and we will quote you a fee for the desired service.

**SEARCH - LIGHT INFORMATION LIBRARY**  
341 5th Avenue, New York City

### ADVERTISING NOVELTIES

**144 Lead Pencils \$3.00**

Your "Ad." Stamped in gold, 35 letters. **E. W. FRENCH CO., 34 Park Row, N. Y.** Also 10,000 other "AD." NOVELTIES.

### BUSINESS OPPORTUNITIES

**WANDERING** advertising ideas coagulated, congealed, and decently clad—to travel. **FRANCIS I. MAULE, 401 Sansom St., Philadelphia.**

**A**N advertising getter aspiring to publish, can acquire an old established Chicago trade weekly. One of three. Only West. No cash, instead long term lease plan, with bond for \$40,000. References to include financial ability. Address, "CLYDELL," care Printers' Ink.

### ENGRAVING

**PERFECT** copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**

### HELP WANTED

**POSITION** open for experienced checker (female) in a large advertising agency. Good future. State salary expected. References required. Box "T. L.," care of Printers' Ink.

**POSITION**—Advertising Manager wanted by large New England concern. Must have mechanical engineering education and had experience in writing advertising copy, sales and promotion letters and literature. Box "G.S.M.," care of Printers' Ink.

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.**

**WANTED**—Managing editor and publisher to take entire charge of one of the oldest and best weeklies in Western New York. Must be in a position to purchase half interest in plant. If interested, for further particulars address **MYERS ADVERTISING AGENCY, Rochester, N. Y.**

## Writers Wanted

I want to get into touch with several writers who can prepare clear-cut, practical articles on "sizing up" the prospective customer; on the selling of such goods as tea or coffee from house to house; the selling of such goods as farm implements, cream separator, etc., to the rural buyer, and the selling of a line similar to Heinz's 57 varieties or National Biscuit Co. products to the trade.

Will pay well for the work. In writing for particulars, state the subject that you can handle well.

**S. ROLAND HALL**  
I. C. S. Scranton, Pa.

**AN ADVERTISING AGENT** or solicitor, controlling high-class general magazine accounts, may have excellent opportunity to join forces with a larger agency, relieving him of care and responsibility for copy and placing, and enabling him to make more money than he does now. This is an unusual opening. State in detail kind and amount of business controlled. Address "CONFIDENTIAL," Box 1372, care Printers' Ink.

## LABELS

**3,000 Gummed Labels, \$1.00**  
Size, 1x2 inches, printed to order and postpaid. Send for Catalog  
**Fenton Label Co., Phila., Pa.**

## LISTS

**MY MAILING LISTS** are producing wealth for other advertisers and they **WILL FOR YOU.** Warren C. Dailey, 1221, Derby, Conn.

## MISCELLANEOUS

**YOUNG MEN AND WOMEN** of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

## POSITIONS WANTED

**EDITOR AND WRITER**, 47, good newspaper record; now writing for publishing house, desires connection with weekly or monthly publication; all 'round man; good make-up. "EDITOR," care Printers' Ink.

**CAPABLE** young man, 27, who has made good at inside special agency and outside magazine work, wants position with opportunity ahead. Good detail man and successful solicitor. Highest references. "J. P. M.," care Printers' Ink.

**EDUCATED** young man of ability, thorough student of advertising with business experience, desires position as assistant advertising manager of progressive concern or with publishing company. "WALST," care Printers' Ink.

**NEWSPAPER** requiring Advertising Manager can secure expert who has been personally in touch with Agencies and largest General Advertisers U. S. and Canada past 6 years. Age 35, 14 years' experience writing and selling Advertising. Address "RESULTS," care of Printers' Ink.

## ADVERTISING MAN

Thirty years of age. Twelve years' experience. Six years with one of Chicago's largest and most successful houses. I know how to write, illustrate, lay out and compile catalogs, booklets, folders and advertisements that *sell merchandise at profit*—am doing it now as advertising manager for large mail order house. Experienced in newspaper advertising, bill boards, follow-up and form letters. Practical knowledge (not theoretical) of printing, lithography, designing, engraving, paper. Broad knowledge of mail order and retail chain store business. If you have a big proposition then *write me today.* "P. R.," care Printers' Ink.

## PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

**MANHATTAN Press Clipping Bureau**, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

## PRINTING

**WARD & SON**, est. 1869, Large Edition Printers, Lockport, N. Y., have a special, modern equipment for printing large run and catalog work at reasonable prices. Foreign language work a specialty. Write us about your needs.

## Do You Know the Power of Good Color Work?

To be most effective it should be handled by Experts. We will make the plates, print and mail your Booklet. Write at once to **RAND, McNALLY & CO.**, No. 41 East 22nd St., New York City.

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—*Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc.* Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

**WINTHROP PRESS**, 419 Lafayette St., N. Y.

**Order  
Your  
1911  
Bound  
Volumes  
of  
Printers'  
Ink  
Now!**

**Keep Printers' Ink in bound form.**

Each quarter is handsomely bound in heavy board and black cloth, with gold letters, \$2.00 per vol. Complete year in 4 volumes, \$8.00 per set.

Only limited number printed, so order your 1911 Bound Volumes now.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, 22,615. Best advertising medium in Alabama.

Montgomery, *Advertiser*, net average Feb., 1911, 18,310 dy; 23,194 Sun. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1909, 7,739; average for 1910, 7,801.

Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,739; 1910, 7,873.

New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c; Sunday, 14,763, 5c.

New London, *Day*, ev'g. Av.'10, 6,892. 1st 3 mos. '11, 7,049; double all other local papers combin'd.

New Haven, *Union*. Average circulation 1910, 17,267. All Bona Fide Paid Subscribers.

Norwalk, *Evening Hour*. Average circulation 1910, 3,627. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. regularly. 1910, Daily, 7,217; Sunday, 7,730.

## FLORIDA

Jacksonville, *Metropolis*, Dy, '10, 13,701; Dec., '10, 14,689. E. Katz Sp. A. A., N. Y. and Chicago.

## ILLINOIS

Chicago, *Examiner*, average 1910, Sunday 624,607, Daily 210,657, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, *News*. Leading paper in field Average year 1910, 5,154

Joliet, *Herald*, evening and Sunday morning. Average for 1910, 7,551.

Peoria, *Evening Star*. Circulation for 1910, 21,143.

Sterling, *Evening Gazette*, average circulation for 1908, 4,409; 1909, 5,122; 1910, 5,144.

## INDIANA

South Bend, *Tribune*. Sworn average March, 1911, 12,518. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*, daily. Average 1910, 9,404. "All paid in advance."

Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

Washington, *Eve. Journal*. Only daily in county. 1,913 subscribers. All good people.

Waterloo, *Evening Courier*, 53d year; net av. July, '10-Dec., '10, 7,096. Waterloo pop., 27,000.

## KENTUCKY

Lexington, *Herald*. Average 1910, 8,919. "When you advertise in *Lexington Herald*, you cover Central Kentucky."

Louisville, *The Times*, evening daily, average for 1910 net paid 48,834.

## MAINE

Augusta, *Kennebec Journal*, daily average 1910, 9,319. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1910, daily 10,199.

Lewiston, *Sun*. Daily average 1910, 5,440. Last 3 months of 1910, are 5,847.

Portland, *Evening Express*. Average for 1910, daily 16,936. Sunday *Telegram*, 11,366.

## MARYLAND

Baltimore, *American*. Daily aver. year 1910, 80,266; Sun., 104,902. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1910, 82,408. For April, 1911, 81,887.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS

Boston, *Evening Transcript* (60). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe.** Average circulation.

Daily (2 cents a copy)

1910, 183,720—Dec. av., 188,543.

Sunday

1910, 321,876—Dec. av., 330,717.

Advertising totals: 1910, 7,322,108 lines

Gain, 1910, 586,831 lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



**Boston, Daily Post.** Greatest April of the Boston Post. Circulation averages: *Daily Post*, 338,602, gain of 31,512 copies per day over April, 1910. *Sunday Post*, 801,868, gain of 40,829 copies per Sunday over April, 1910.

**Lawrence, Telegram,** evening, 1910 av. 8,643. Best paper and largest circulation in its field.

**Lynn, Evening Item.** Daily sworn av. 1908, 16,396; 1909, 16,539; 1910, 16,562. Two cents. Lynn's family paper. Covers field thoroughly.

**Salem, Evening News.** Actual daily average for 1910, 18,763.

**Worcester, Gazette,** evening. Av. '10, 17,502. The "Home" paper. Largest ev'g circulation.

### MICHIGAN

**Detroit, Michigan Farmer.** Michigan's only farm weekly. Guaranteed circulation 80,000.

**Jackson, Patriot,** Aver. year, 1910, daily 10,720, Sunday 11,619. Greatest circulation. Payne and Young have been appointed the *Patriot's* foreign representatives in the Eastern and Western fields, with offices in New York at 30 W. 33rd St., and 747-8 Marquette Building, Chicago. Agents and advertisers, please note.

### MINNESOTA

**Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average for year ending Dec. 31, 1910, 103,250.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

**Minneapolis, Journal,** Daily

and Sunday (☉☉). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,655.

Daily average circulation for April, 1911, evening only, 77,896. Average Sunday circulation for April, 1911, 83,185.

(Jan. 1, 1908, subscription rates were raised from \$1.80 to \$2.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



### CIRCULATIN

**Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1807. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,260. Average circulation of Sunday *Tribune* for same period, 81,523.

**Minneapolis, Svenska-Amerikanska Posten.** Swan J. Turnblad, pub. Av. 1910, 55,180. A. A. A.

### MISSOURI

**St. Louis, National Farmer and Stock Grower,** Mo. Actual average for 1910, 125,109.

### NEBRASKA

**Lincoln, Deutsch-Amerikan Farmer** weekly 140,221 for year ending Dec. 31, 1910

**Lincoln, Free Press,** weekly. Average year ending Dec. 31, 1910, 141,048.

**Lincoln, The Weekly Entrepreneur.** Only Socialist paper in State. Sworn average, Jan. 1st, 1910 to Feb. 18th, 1911, 6,326. Reaches the farmers,

### NEW JERSEY

**Camden, Post-Telegram.** 9,433 sworn average for 1910. Camden's oldest and best daily.

**Newark, Evening News.** Largest circulation of any newspaper in New Jersey.

**Trenton, Evening Times.** 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,062; '10, 19,238. 1st quarter, '11, 20,128.

### NEW YORK

**Albany, Evening Journal.** Daily average for 1910, 17,789. It's the leading paper.

**The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 54,858.

**Buffalo, Courier,** morn. Ave., '10 Sunday, 86,737. daily, 46,284; *Enquirer*, evening, 32,278.

**Buffalo, Evening News.** Daily average for 1908, 94,033; 1909, 94,307, 1910, 94,232.

**Gloversville and Johnstown, N. Y. The Morning Herald.** Daily average for 1910, 6,104.

**Newburgh, Daily News,** evening. Average circulation entire year, 1910, 6,941. Circulates throughout Hudson Valley. Examined and certified by A. A. A.

### NEW YORK CITY

**Baker's Review,** monthly. W. R. Gregory Co., publishers. Actual average for 1910, 7,658.

**The World.** Actual average, 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

**Poughkeepsie, Star,** evening. Daily average year, 1910, 5,710; last four mos. 1910, 6,187.

**Schenectady, Gazette,** daily. A. N. Lietz. Actual Average for 1910, 19,246. Benjamin & Kentnor, 225 Fifth Ave., New York; Hoyce Building, Chicago.

**Schenectady, Star.** Average 1910, 12,756. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

**Troy, Record.** Av. circulation 1910, (A. M., 6,162; P. M., 17,687) 22,759. Only paper in city which has permitted A. A. A. examination, and made public the report.



Utica, National Electrical Contractor, mo. Average for 1910, 2,626.

### NORTH DAKOTA

Grand Forks, *Norman*, Norwegian weekly. Actual average for 1910, 9,076.

### OHIO

Cleveland, *Plain Dealer*. Est. 1831. Actual average for 1910: Daily, 87,125; Sunday, 114,044. For March, 1911, 88,555 daily; Sunday, 123,913. Youngstown, *Vindicator*. D'y av., '10, 15,695; LaCoste & Maxwell, N. Y. & Chicago.

### OKLAHOMA

Oklahoma City, *Oklahoma*. Average Ma ch, 1911, daily, 34,678; Sunday, 40,600.

### PENNSYLVANIA

Erie, *Times*, daily. 22,567 average, April, 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Matz, Special Agt., N. Y. Johnstown, *Tribune*. Average for 12 mos. 1910, 13,328. Mar., 1911, 14,383. Only evening paper in Johnstown. Philadelphia, *Confectioners' Journal*, mo. Average 1908, 5,517; 1909, 5,522; '10, 6,003 (©©). Washington, *Reporter and Observer*, circulation average 1910, 12,396; Jan., '11, 12,621.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1910, 10,828. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; only daily in Luzerne County to permit A. A. A. examination this year. Examination showed 17,300 net for last six months, gain of 3,155 net in two years. York, *Dispatch and Daily*. Average for 1910, 18,787.

### RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation 12 mos. ending Dec 31, '10, 19,528—sworn. Providence, *Daily Journal*. Average for 1910, 22,758 (©©). Sunday, 30,771 (©©). *Evening Bulletin*, 45,323 average 1910.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and N. I. Cir., 1910, 6,423.

### SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1910, 6,400.

### TEXAS

El Paso, *Herald*, year 1910, 11,351. Only El Paso paper examined by A. A. A.

### VERMONT

Barre, *Times*, daily. F. E. Langley. Av. 1910, 5,625. Examined by A. A. A. Burlington, *Free Press*. Daily average for 1910, 9,113. Largest city and State circulation. Examined by Association of Amer. Advertisers. Montpelier, *Argus*, d'y., av. 1910, 3,315. Only Montpelier paper examined by the A. A. A.

### VIRGINIA

Danville, *The Bee*. Aver. Mar., 1911, 5,104; April, '11, 5,074. Largest circ. Only eve. paper.

### WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 circ. of 54,741 daily, 54,203 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* carried in 1910, 12,329,918 lines, beating its nearest competitor by 2,701,284 lines.

Tacoma, *Leager*. Average year 1910, daily, 18,967. Sunday, 27,348.

Tacoma, *News*. Average for year 1910, 19,312.

### WISCONSIN

Janesville, *Gazette*. Daily average, Mar., 1911, daily 5,649; semi-weekly, 1,728.

Madison, *State Journal*, daily. Actual average for Jan., 1910, 5,960.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for 1910, 41,897. Average daily gain over 1909, 4,775. The *Evening Wisconsin* is pre-eminent the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

Milwaukee, *The Milwaukee Journal*, (eve.) Daily Av. circ for 12 mos., 63,621. Daily Av. March, 65,520. March gain over 1910, 3,101. Paid City Circulation double that of any other Milwaukee paper. Leads all other Milwaukee papers in display, classified and foreign advertising. In over 60% Milwaukee homes. Flat rate 7c per line. C. D. Bertolet, Boyce Bldg., Chicago, J. F. Antisdel, 366 Fifth Ave., N. Y. City.

Racine, *Daily Journal*. March, 1911, circulation, 5,410. Statement filed with A. A. A.



## THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,827. Larger circulation in Wisconsin than any other paper. Adv. \$1.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

### MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1910, daily, 46,181; daily March, 1911, 51,716; weekly 1910, 26,446; March, 1911, 28,818. Winnipeg, *Der Nordwesten*, Canada's National German weekly. Av. 1910, 18,486. Rates 56c in.

— a paper that covers its field —

THE WINNIPEG

# TELEGRAM

Guaranteed Circulation  
Daily, 36,000; Weekly, 30,000

Being the leading conservative daily in Western Canada, the Telegram has no competitor in its field. No advertising campaign can be effective without it.

Special Advertising Agents

Verree & Conklin  
New York

Wallis & Son  
Chicago

### QUEBEC, CAN.

Montreal, *La Presse*. Daily average for March, 1911, 103,194. Largest in Canada.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## ILLINOIS

**THE Chicago Examiner** with its 660,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

**THE Indianapolis Star** is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. **THE INDIANAPOLIS STAR**, Indianapolis, Ind.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



**THE Boston Globe**, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

## CIRCULATION



**THE Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper. Classified wants printed in March, 1911, amounted to 258,300 lines. The number of individual advertisements published were 34,473. Rates: 1 cent a word, cash with the order; or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



## THE Minneapolis Journal

daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified lines printed in Apr., 1911, amounted to 296,734 lines; the number of individual ads published was 33,525. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

**THE Anaconda Standard**, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW YORK

**THE Albany Evening Journal**, Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

**THE Oklahoman**, Okla. City, 35,442. Publishes more Want Ads than any 7 Okla. competitors.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

## ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (◎◎). Actual average circulation for 1909-10, 16,902.

## KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1830. The only gold mark daily in Boston.

Boston Textile World Record (◎◎). Not an organ,—"but the leading textile magazine.

Worcester L'Opinion Publique (◎◎). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis Journal (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Army and Navy Journal, (◎◎). First in its class in circulation, influence and prestige.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department store trade.

Electric Railway Journal (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

**Engineering News (◎◎).** Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

**Engineering Record (◎◎).** The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

**Hardware Dealers' Magazine (◎◎).** The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York Times (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

Better Fruit, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (◎◎), established 1861. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions March, 1911, sworn net average, Daily, 80,559; Sunday, 177,046.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence Journal (◎◎), a conservative enterprising newspaper without a single rival.

## TENNESSEE

The Memphis Commercial-Appeal (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The Seattle Times (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The Halifax Herald (◎◎) and The Evening Mail. Circulation 18,768. Flat rate.



## Business Going Out

The George Batten Company, of New York, has secured the advertising appropriation of the Hamilton Watch Company, of Lancaster, Pa. It is understood that a carefully selected list of standard magazines is being prepared.

Newspapers are receiving copy for the advertising of the Hoffman House cigars to apply on contracts of the American Tobacco Company. This business is being placed by Ernest Goulston, of Boston, Mass.

The Earnsdale Woolen Company, Clinton, Mass., has given the Franklin P. Shumway Company a large appropriation for advertising Earnsdale woollens in daily papers, and they are now placing a preliminary order of ten inches for five months for them.

The Globe Gas Light Company is advertising a new oil gas stove for camps and yachts through the H. B. Humphrey Company, of Boston.

Little, Brown & Co., Boston, are advertising several new books through the Morse International Agency.

The Hayner Distilling Company has opened a Boston office and shipping depot to handle its business in the New England states. Large copy has been used in the newspapers announcing the opening.

The Plymouth Cordage Company, of Plymouth, Mass., is considering a campaign in agricultural papers through the George Batten Company, of New York.

Burpham & Morrill, Portland, Me., are advertising "Fish Flakes" and other canned products in a list of women's papers and general publications. The account is handled by the Morse International Agency, New York.

The Blaine Manufacturing Company, Concord Junction, Mass., is using mail-order papers and Sunday supplements advertising a free baseball outfit. The business is handled by the New England Advertising Agency, 53 State street, Boston. This agency is also placing the advertising of the Friend Soap Company in mail-order papers.

The Hudson Motor Car Company, of Detroit, Mich., is making contracts with daily newspapers on the Pacific Coast through Lord & Thomas, of Chicago.

The Dauchy Company, of New York, is sending copy for Platt's Chlorides to newspapers in selected cities.

Glidden, Hyde & Co., Boston, are planning a New England newspaper campaign for Tripletoe Hosiery in cities where they have local agents.

The Press Company, Meriden, Conn., is using a few general publications and mail-order papers to advertise its Excelsior printing press.

The "Cat's Paw" rubber heels, made by the Foster Rubber Company, Boston, are being advertised in New England newspapers through Wood, Putnam & Wood.

A list of New England daily newspapers are receiving large copy for the advertising of the Henry Siegel Company, one of Boston's largest department stores. The account is handled by the P. F. O'Keefe Advertising Agency, Carney Building, Boston.

The newspaper advertising of the Ivers & Pond Piano Company is being handled by Hermon Stevens, Globe Building, Boston. This concern is also using women's publications and general magazines through the New York office of the J. Walter Thompson Company.

Arthur H. Merritt, of Franklin P. Shumway Company, is sending to the agricultural papers large and attractive advertisements of Ajax Flakes for Chapin & Co., of Boston.

The Pennsylvania Railroad Company, of Philadelphia, Pa., is making contracts with newspapers in the South and Southwest through Lord & Thomas, of Chicago.

Butler-Butlers, Inc., of New York, will shortly use a selected list of newspapers for the advertising of the Pall Mall cigarettes through Frank Seaman, of New York.

Sherman & Bryan, Inc., of New York, are placing orders in Canadian daily and weekly newspapers for the Imperial Glove Company, Ltd., Canadian manufacturers of Utica Athletic Suspenders. This same firm handles the advertising of the Utica Suspender Company, sole owners and manufacturers of this brand of suspenders in the United States.

One-time orders for the advertising of Polarine, a lubricating oil manufactured by the Standard Oil Company, have been sent to newspapers by the C. B. Hunt Company, of New York. The same company is sending out copy for the advertising of the Perfection Oil Heater to apply on unexpired newspaper contracts.



The Northern Pacific Railroad, of St. Paul, Minn., is making contracts with Southern newspapers through the Stack-Parker Advertising Agency, of Chicago.

Davis & Lawrence, of New York, proprietors of Allen's Lung Balsam, are making contracts with newspapers through the Dauchy Company, of New York.

The Florida National Land Company, of Chicago, is planning a campaign in the Southwest. Advertising contracts with newspapers in that section will be made by the Chas. H. Fuller Company, of Chicago.

The Randall-Faichney Company is greatly extending the advertising of Jericho auto horn, and several surgical specialties in auto and medical journals. Mr. Jordan, of the Shumway Company, handles this account.

The Holland House, of New York, has begun an extensive campaign in newspapers on exchange basis. Copy has been sent out by the Dorland Advertising Agency, of Atlantic City, N. J.

The Haney Distillery Company, of St. Louis, Mo., is making contracts with Eastern newspapers direct.

The Othine Company, of Buffalo, N. Y., manufacturers of a freckle remedy, is making contracts with Southern newspapers through the Wylie B. Jones Advertising Agency, of Binghamton, N. Y.

The Tutt Manufacturing Company, of New York, is making contracts with Texas newspapers direct.

The Glastenbury Knitting Company, of Addison, Conn., has given the Franklin P. Shumway Company a largely increased appropriation, which is to be inserted in some leading city dailies, as well as in a list of magazines somewhat similar to those used last season.

The Ezo Chemical Company, of Rochester, N. Y., is using selected newspapers through the Wyckoff Advertising Company, of Buffalo, N. Y.

San Francisco in particular, and California generally, are to be extensively advertised throughout the East and in Europe by the Atchison, Topeka & Santa Fé Railway Company.

The Berlin Mills Company, Portland, Me., is taking half and full pages in many leading trade papers, advertising "Nibro Kraft," a new wrapping paper that is light in weight, and yet of superior textile strength. Mr. Mac-Nichol, of the Shumway Company, has worked up this account, which is, we believe, the first time wrapping paper has been extensively advertised to consumers.

Maclay & Mullally Brothers, of New York, are sending out orders for pages in the June issue of *Munsey's*, *Hamp-ton's*, *System*, *Pearson's*, *National Geographic* and the *Independent* for May 6; and 300 lines for May in *Collier's Weekly*, *Scientific American* and *The Continent*, for the Postal Life Insurance Co.

The Siegfried Company, of New York, is placing magazine copy for the Denman Press Company, of New York; newspaper copy for the new *National Post*; and large real estate copy in New York papers for the Simpson-Merritt Company and Tangiers' Manor Corporation, both of New York.

## AN ADVERTISING ACROSTIC

Editor of PRINTERS' INK:

It has occurred to me that this bit of somewhat unusual alliteration which I use on my letterhead might interest your readers:

An advertisement ably advocating any actually admirable article attracts appreciative attention and applications are an apt adjunct.

Dainty, discriminating dissertations discreetly disseminated doubtless do develop desirable dealings.

Veteran vendors virtually venerate versatility; vivacious variety verily vivifies various vocations vastly.

Everyone enjoys effective educational efforts; even everyday endeavors engender evanescent enthusiasm.

Receptive readers, rightly rejecting rubbish, readily recognizing really racy renderings, read—reflect—remember.

Trivial things, though trite, takingly treated, tend to turn trade toward the tactful thinker.

Ingenuity instantly ingratiates itself; if interesting it inevitably invites inquisitiveness.

Sagacious shrewdness stamps successful sellers, so should statement sent soliciting sales sedulously seek similar seasoning.

Invention individualizes involved items, improves, idealizes, illuminates, indeed, imparts information incessantly.

Noteworthy narrating naturally necessitates novelty, numbers notice narrowly, never neglect notable neatness nor nullify needed nicety.

Genius gracefully gilds genuine goodness, "gumption" grasping gist guarantees golden gains, growing greatly.

FRANCIS I. MAULE.

## WALL SIGN PAINTERS TO MEET

The Painted Display Advertising Association of the United States will hold a convention at Atlantic City in the latter part of June. This association is composed of the leading plant owners in the business of bulletin and wall sign painting. It includes in its membership companies in forty-seven cities. The Thomas Cusack Company, of Chicago and New York, is its national selling representative. The last convention, held in Kansas City, in March, proved so satisfactory that it has been arranged to hold two or three conventions annually.

# Table of Contents

## PRINTERS' INK

### May 11, 1911

Three Ways with Competitors—I.....	James H. Collins	3
The Best Ad of the Month.....		8
How Railways Serve Industry through Advertising.....	G. E. Ryan Gen'l. Industrial Agt., Great Northern Ry. Co.	17
Campaigning with Soft Pedal on Is the "Persill" Idea.....		20
More Light on Proposed Raise in Magazine Postage Rates.....	Gridley Adams Advg. Mgr., Dayton Motor Car Co.	26
Why Not a Uniform Rate Card?.....	Edward S. Babcox Advg. Mgr., Yawman & Erbe Mfg. Co.	31
How Reciprocity Is Advertising Canada.....	J. Allan Ross Canadian Mgr., Wrigley's Spearmint Gum.	34
Highest Court Forbids Unauthorized Use of Portrait or Name.....		38
The Chain Store with the Human Element Left In.....		40
The "Copy Writer" versus the Business Writer.....	D. A. Reidy * Copy Director, The Ethridge Co.	43
Kicks and Halfpence.....	Ernest Elmo Calkins	46
Sanction for Church Advertising.....		47
How the Advertiser's Guarantee Affects the Dealer.....		51
"Divertising" versus Advertising.....	Humphrey M. Bourne Advg. Mgr., Liquid Veneer Products.	54
The Pulling Power of Timeliness in Advertising.....	F. E. Dayton Sales Mgr., Columbia Motor Car Co.	58
California Restores Common Law Right in Trade-Marks.....		64
Advertisements of Comparative Values that Destroy Confidence.....	John W. Ward Advg. Mgr., C. F. Hovey & Co.	66
Novel Forms of Auxiliary Advertising.....		68
At Last an Advertised Straw Hat.....		70
Editorials .....		72
The Book Value of Good Will—Leaning on the Publishers' O. K.—English as She Is Advertised—Text's for Efficiency Sermons.		
May Magazines .....		77
"Printers' Ink's" Four-Year Record of May Advertising.....		80
The Little Schoolmaster's Classroom.....		82
Business Going Out.....		92

## "The Old Order Changeth"

The fac-simile reproduction, in recent issues of Printers' Ink, of a number of "Evidence" letters conclusively showing the scope of Stockholder Co-operation THE COLUMBIAN offers advertisers, has aroused more than passing interest.

Within the past few days several hundred of these letters were placed in the hands of the directors of one of America's largest and most conservative Advertising Agencies.

They examined them carefully and were amazed at what they saw. One "big man" (his name is pre-eminent in advertising circles) said: "In all my experience in the advertising world, going back a great many years, I have never seen anything to equal this. You gentlemen are on the right track. You have successfully developed a new phase of the publishing business, and its possibilities for efficiently serving the advertiser are unlimited." I now fully appreciate the full force and effect of those "Co-operation" talks you've been directing at us."

And thereupon this agency gave us a big contract. They were convinced then and there.

***Moral: Would a strong, Co-operative Sales-Force  
be of assistance in solving a share of  
your selling problems?***

**June Edition, 200,000 Copies**

**Rate: \$125 per page**

# COLUMBIAN MAGAZINE

P. M. Raymond  
Advertising Manager  
1 Madison Avenue  
New York

New England Office  
Barristers Hall  
Boston, Mass.

Hugh Kapp  
Western Adv. Manager  
Peoples Gas Building  
Chicago

The Women of the Caesars  
The Society of Christian Endeavor  
and others

June Century

Look it over